FEBRUARY

1953

Monumental NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW

" . . . A Fitting Tribute . . . "

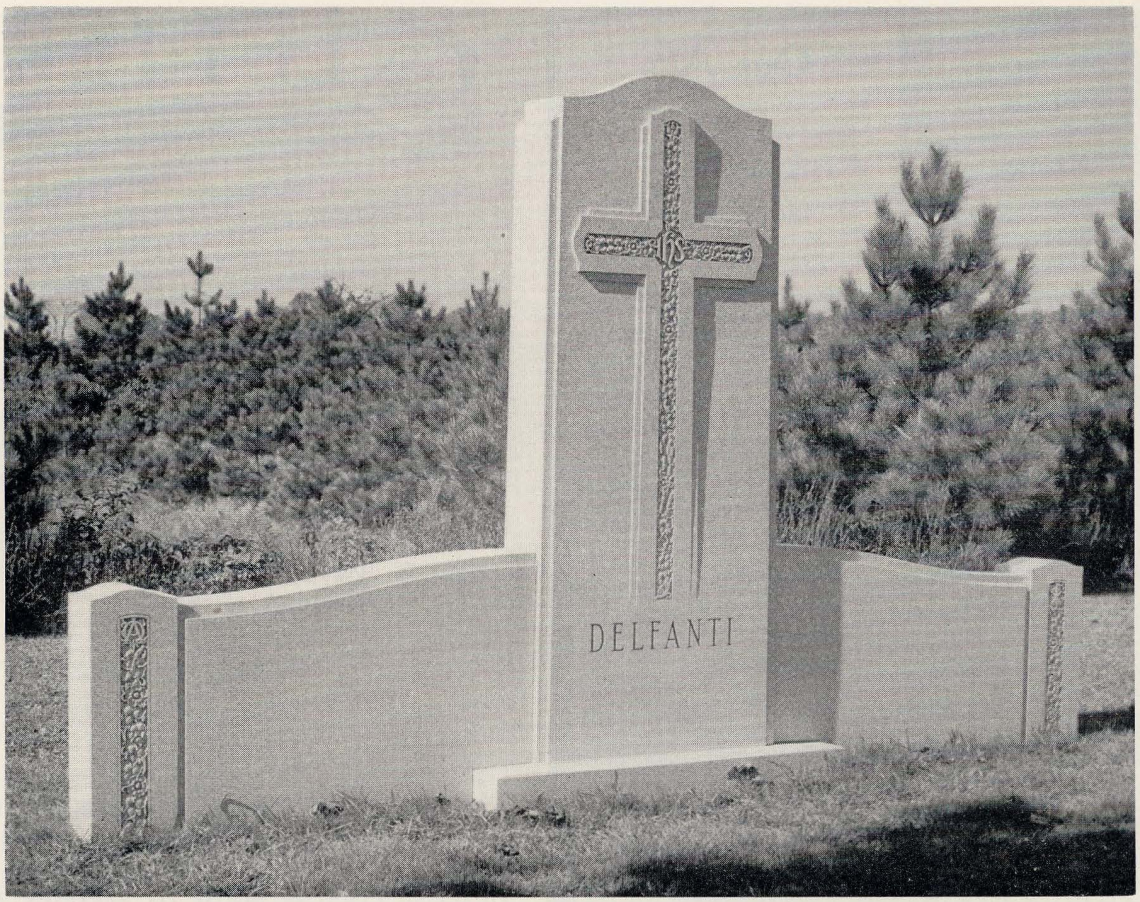
Here, indeed, is a memorial that is a fitting tribute to a fine young American. The late Ralph Cleo Calcagni, an All American football player during his college days at the University of Pennsylvania, was a Lieutenant in the U. S. Marines in World War II and, later, a member of the Pittsburgh Steelers professional football team. Mrs. Mary Calcagni Davis erected this fine monument in memory of her son on April 17, 1951.

Manufactured in Wetmore & Morse Certified Select Barre Granite by Everlasting Memorial Works, Inc., Montpelier, Vt., for Paluzzi & Sons, South Greensburg, Pa., the Calcagni memorial stands in West Newton Cemetery, West Newton, Pa.

WETMORE & MORSE QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT



Erected in Sacred Heart Cemetery, Milford, Mass.

Another Dealer's Family Memorial

When a memorialist selects his own family memorial, it is to be expected that all of his wide and knowledgeable experience in commemoration goes into its creation. Mr. Louis Delfanti, proprietor of the Whitinsville Monumental Works, Whitinsville, Mass., designed his family memorial, appropriately choosing the raised Cross as his central theme. His careful detailing of the wild rose ornamentation and the refined proportions of his composition have resulted in a monument of which he may be justly proud. The Sanguinetti Granite Co., of Barre may also take pride in the skilled craftsmanship they have displayed in its production, just as we do in the fact that, once again, Pirie's Select Barre Granite was the preferred choice.

J. K. PIRIE ESTATE . . . BARRE, VT.

Quarriers of Pirie's Select Barre Granite

Our Aim is *YOUR* Satisfaction

The Rt. Rev. Msgr. Coloman Tomchany Memorial was erected by Artistic Memorials of Trenton, N. J.

Representatives:—

Bernard Kimmel
704 Almont Rd.,
Far Rockaway, N. Y.
Tel.: FA 7-8594

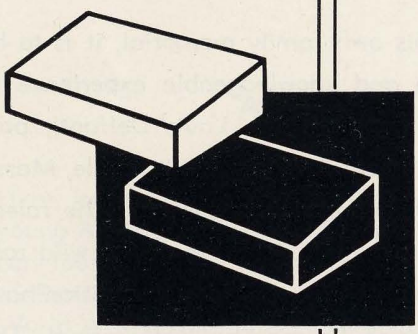
Joseph C. Curtis
5547 N. Kenmore Ave.,
Chicago 40, Ill.
Tel.: LOngbeach 1-7040

BARRE GUILD

NORTH BARRE **GRANITE COMPANY**
BARRE, VERMONT

John Leppanen and Jules Chatot, Proprietors

When a Marker Needs a Mate . . .



It's a rare marker that we can't duplicate . . . and it's a rare day when we can't do so at a below-average cost.

Our reserve stocks of granites include just about every type on record, ready for fast "mating up" and making up.

CENTRAL MINNESOTA GRANITE WORKS

81 Osseo Avenue **St. Cloud, Minnesota**

LETTERS TO THE EDITOR

These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

". . . THE INDUSTRY CAN UNITE . . ."

Monumental News - Review:

In past months the MONUMENTAL NEWS - REVIEW has given fine support to the launching of the Monument Institute of America and the National Marketing Program. As president of the American Monument Association, and personally, I wish to thank you for your cooperation. The MONUMENTAL NEWS - REVIEW and your associates have demonstrated from the start how, by coordinated action, the industry can unite for progress and a better future . . .

Yours very truly,
VERMONT MARBLE COMPANY
F. J. PLIMPTON
Ass't Gen'l Sales Mgr.

IMPORTANT NOTICE ON REAMS BILL FROM M.B.A.

83D CONGRESS 1ST SESSION
H. R. 1302

IN THE HOUSE OF REPRESENTATIVES
JANUARY 7, 1953

Mr. REAMS introduced the following bill; which was referred to the Committee on Armed Services

A BILL

To authorize the Secretary of Defense to make a monetary allowance in lieu of headstones or markers for certain graves.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That, notwithstanding any provision of existing law, the Secretary of Defense is authorized, upon application, to make an allowance not exceeding $25 in lieu of a headstone or marker, for the grave of any deceased person for which the Secretary of Defense is authorized to furnish a marker or headstone: *Provided,* That the Secretary of Defense receive from the administrator or executor of the estate, or next of kin, proper proof that there has been purchased and received a marker or headstone chosen by the next of kin with the consent of the administrator or executor which will conform with monumental work upon the family plot or with those in the vicinity.

EDITOR'S NOTE: *We understand that a similar Bill (S. 622) has been introduced in the Senate by Senator Case (R., S. D.) and is referred to the Committee on Armed Services.*

TO ALL MEMBERS OF THE MONUMENT INDUSTRY:

This is of special importance to your business—Act at once! Following are some facts relative to the Bill.

1. PURPOSE OF THE BILL:
   "To make an allowance not exceeding $25 in lieu of a headstone or marker, for the grave of any deceased person for which the Secretary of Defense is authorized to furnish a marker or headstone."

2. ACCOMPLISHMENTS OF THIS BILL:
   The Administrator or Executor of the estate or next of kin of the deceased veteran or person may accept $25 to apply on a marker of their own choosing instead of a government marker.

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LETTERS TO THE EDITOR Continued

3. BENEFITS:
   A. Allow the party selecting the marker to choose a marker for the veteran that will match, or can later be matched, by markers or monuments on the family plot.
   B. Remove the monotonous uniformity of machine produced government markers.
   C. Place the order for the marker with the private, individual, tax paying and local firm.
   D. Allow an appropriate inscription as selected by the next of kin.
   E. Take the government out of business and reduce administration costs.
   F. Decentralize business from Washington to the local level.
   G. Allow the veteran to be remembered by his relatives and acquaintances as a civic-minded family man, instead of soldier or military man. (The number of years of most veterans in the service is short compared with their life as a civilian.)

4. ACT NOW — VERY IMPORTANT — DO THIS AT ONCE:
   A. Secure written letters of statements from next of kin or executors of estates of veterans who are now eligible for government markers, stating they would prefer $25 cash to assist in payment for a marker of their own choosing, or one they can match later for the family. Mail those statements to the office of M.B.A.
   B. Send the number of unused or discarded veterans markers you know of in your community. (Use a postcard please for our convenience. Address M.B.A., 20 E. Jackson Blvd., Chicago 4, Illinois.
   C. Immediately write members of the Armed Forces Committees of both the House and Senate, urging passage of the bill.
   D. Write your own representatives and senators urging their support.

* * *

Do you know that in 1952 the government furnished 72,478 veterans markers with a government appropriation of $1,403,947? And for 1953 a request has been made for an appropriation of $2,287,400 for an expected 116,600 markers? You as a private individual tax payer will have no opportunity to sell these veterans markers that will be placed in cemeteries in your community.

Will you help the government out of the monument business and place the purchase back with the individual who can buy in their own community?

A bill has been introduced in the House by Congressman Frazier Reams of Ohio known as H.R. 1302, and in the Senate by Senator Francis Case of South Dakota known as S-622.

You can help by writing to the members of the House Committee of Armed Services and urge passage of H.R. 1302. ADDRESS CORRESPONDENCE TO: HOUSE OF REPRESENTATIVES, WASHINGTON 25, D.C.

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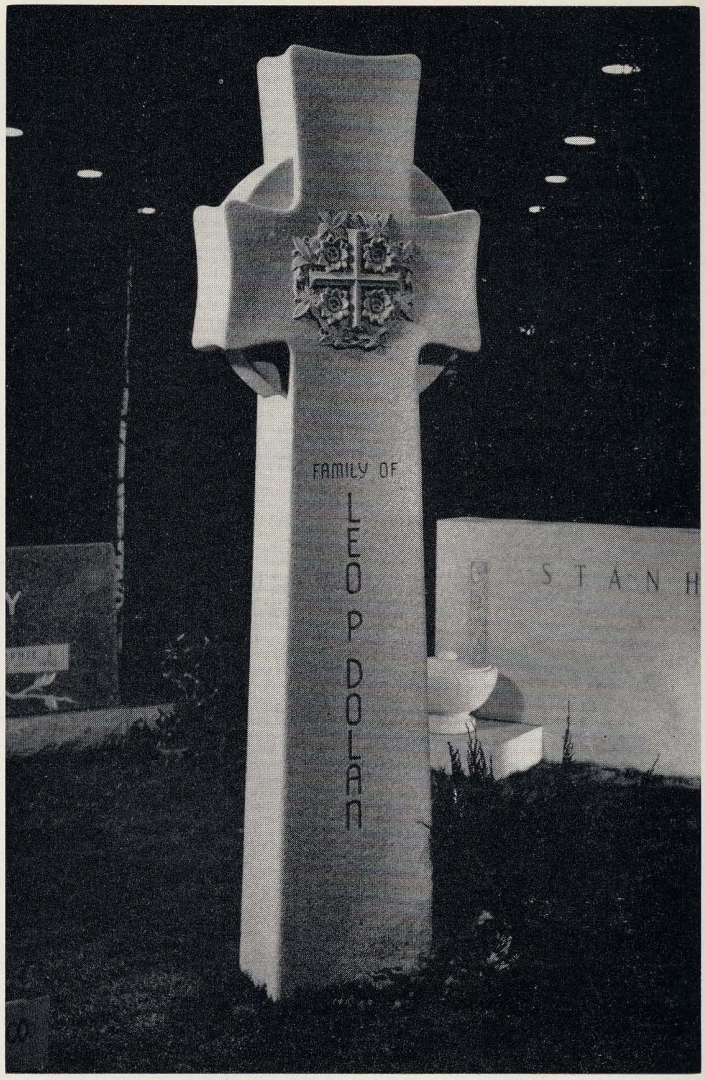
[*Continued on next page*

GUARDIAN MEMORIALS of Everlasting Beauty

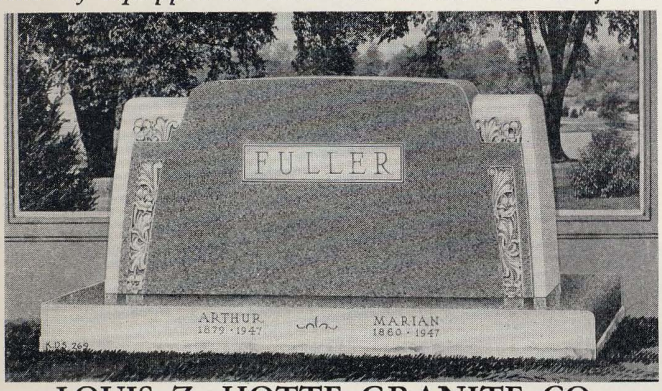


A Guardian Memorial manufactured for Eckhardt Monumental Co., Toledo, Ohio.

The Cross for the family of Leo P. Dolan was the central monument in our imposing display of six unusual memorials at the 1953 Cleveland Exhibit. It is gratifying to us and significant to note that these "Guardian Memorials of Everlasting Beauty" were outstanding in a national monument exhibition which, in itself, has been universally described as outstanding in every way.

JONES BROTHERS COMPANY, INC.
ESTABLISHED 1882
BARRE, VERMONT

Modernly Equipped to Give You Service and Satisfaction



LOUIS Z. HOTTE GRANITE CO.
Ayers Street . . . BARRE, VERMONT

Granite Memorials of the
Finest Quality

Our wide variety of beautiful granites will fill your every need: -

EXTRA DARK and MEDIUM QUINCY; — BLUE-WHITE WESTERLY; — BALMORAL, BEERS, MOROCCAN RED and SWED ROSE RED GRANITES; — SELECT CHESTER, — EMERALD and BLUE PEARL, and SWEDISH BLACK.

Manufactured to your specifications.

We Welcome Your Inquiries.

GRAY ROCK GRANITE WORKS, INC.
129 Centre Street **Quincy 69, Mass.**

CLEANEST CLEANER

2 Lbs. Prepaid .....$ 2.50
10 Lbs. Collect 8.00
25 Lbs. Collect 18.00
100 Lbs. Collect 70.00

Since 1915 **B. J. MESSERLY** **WARREN, PENNA.**

QUINCY • WESTERLY • BEERS RED
BARRE • BALMORAL RED • CHESTER
SWED ROSE RED • MILLSTONE •
MILFORD • SWED BLACK GRANITES
"SUPERIOR GRANITE PRODUCTS"

NATIONAL GRANITE & POLISHING CO.
QUINCY, MASS.

LETTERS TO THE EDITOR Continued

M.B.A. ON REAMS BILL . . .

Continued from Page 5]

Write members of the Senate Committee of Armed Services and urge passage of S-622. ADDRESS CORRESPONDENCE TO: U. S. SENATE, WASHINGTON 25, D. C.

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MONUMENT BUILDERS OF AMERICA, INC.
A. L. Green
Executive Vice President

CONVENTION NEWS . . .

CONVENTION OF THE MONUMENT BUILDERS OF ALABAMA-FLORIDA-GEORGIA, DEC. 12-13, 1952

A very friendly reception with members of The Georgia Marble Co. as hosts, opened the Convention on Friday evening, December 12th.

The business session opened at 10 A.M. Saturday with President Tom Cross presiding.

An address by Archie Green, Executive Vice President of M.B.A., was followed by an address by Mr. Paul Dawkins, President of Crestwood Cemetery, Gadsden, Alabama. Mr. Dawkins was formerly a Memorial Park promoter, but is now operating a cemetery in which the monument dealers have the privilege of erecting monuments. Mr. Dawkins is a very excellent speaker and his address was filled with sales ideas.

Mr. J. B. Hill, in charge of the designing department of the Georgia Marble Co., gave an interesting address on the importance of good design in the sales program of the monument dealer.

Following the luncheon, an address on "Important Historical Dates" was delivered by Dr. Josiah Crudup, College President from Canton, Ga. His friendly humor mixed with serious thoughts made this an exceptionally interesting topic.

Ed Warner, genial field representative of A.M.A., pointed out the ever increasing population of our country and the opportunity afforded our industry if we but take advantage of it.

The progress of the Marketing Program was presented by L. C. Henley, Vice President of M.B.A. and Archie Green. A great deal of discussion was given to the subject of some wholesalers selling directly at retail. A committee of both the retail and producing branches of the industry was appointed to study the problem. Ed Mims talked on selling in today's market, stating it was his observation that more dealers are finding it more profitable to devote their time to selling and are devoting less time to retail manufacturing.

Mrs. Lemma Hearn, Secretary-Treasurer, reported the largest attendance on record and certainly greater interest could never have been evidenced.

The present officers were re-elected. T. H. Cross, Gadsden, Ala., Pres.; H. W. Hesterly, Tampa, Fla., Vice Pres.; and Mrs. Lemma Hearn, Carrolton, Ga., Secy.-Treas.

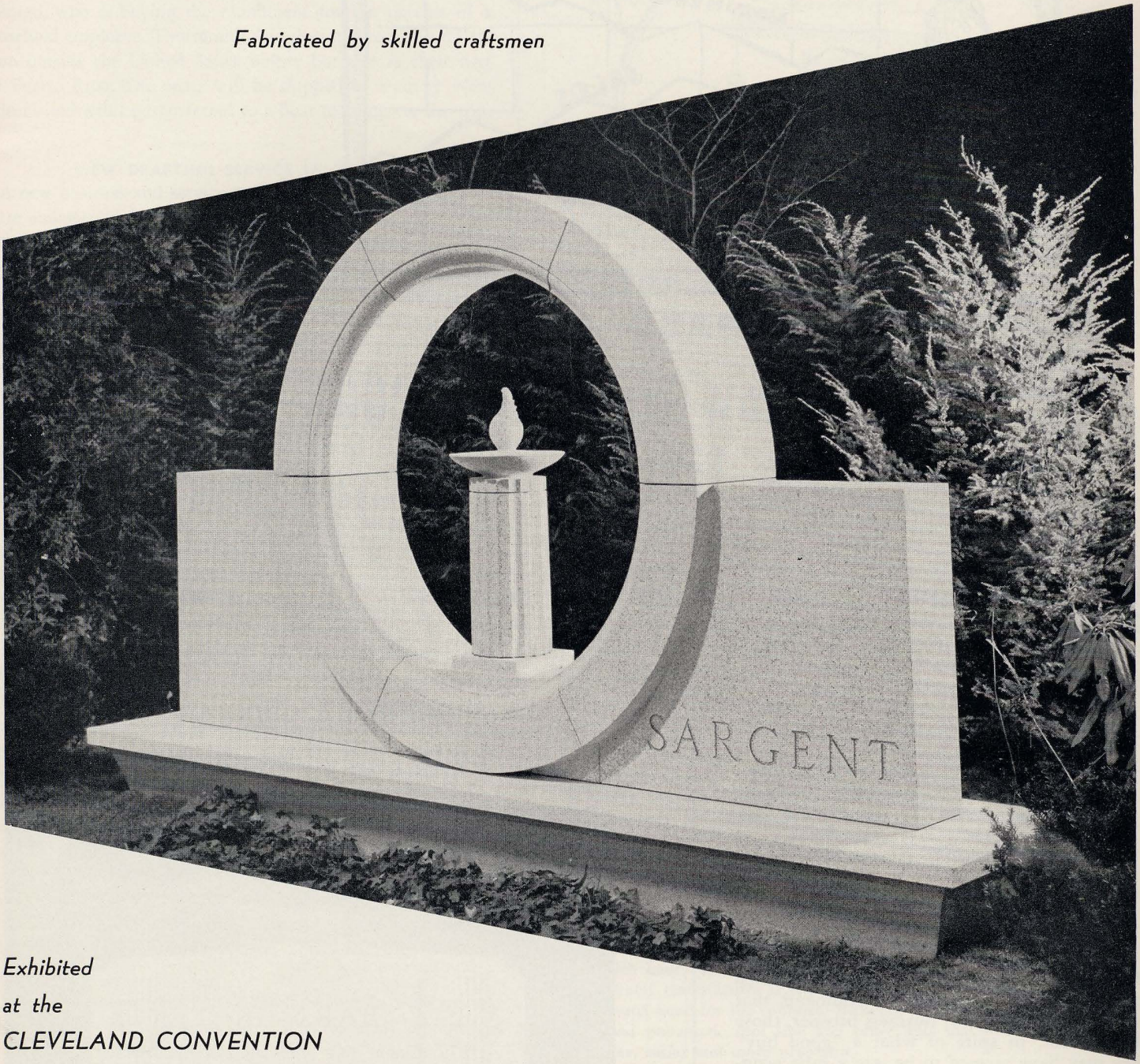
The meeting was closed with everyone standing for a moment in silent memory of W. D. Thurmond, Miami, Florida, former president of the Association.

The Banquet in the evening was a gala affair, followed by an enjoyable floor show.

MOUNT AIRY GRANITE

YOUR BEST CHOICE FOR
FINE MEMORIALS AND MAUSOLEUMS

Fabricated by skilled craftsmen



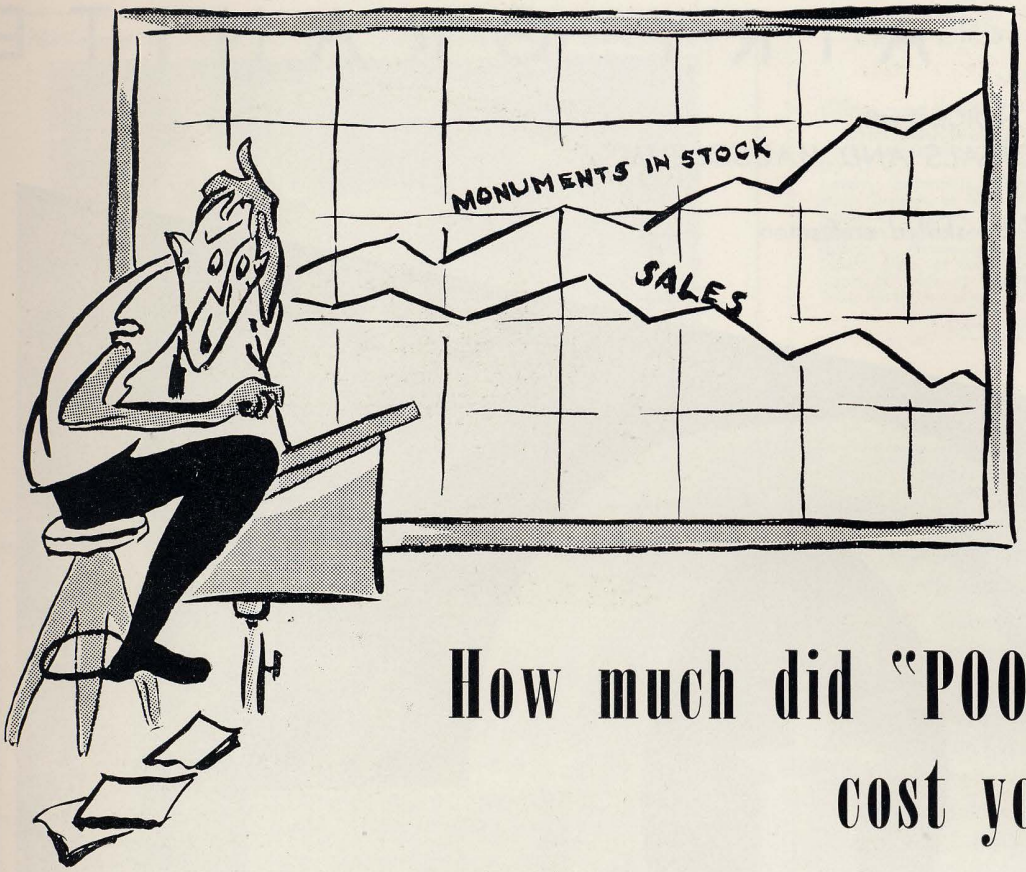
Exhibited
at the
CLEVELAND CONVENTION

Design by WILLIAM HENRY DEACY

MOUNT AIRY visited with you in Cleveland renewing old acquaintances and making new friends. We urge you to visit our plants and quarry, see a solid mass of light gray granite one mile long and one-third mile wide. Only 15 miles east on U. S. 52 from scenic Blue Ridge Parkway.

J. D. SARGENT GRANITE COMPANY

MOUNT AIRY, NORTH CAROLINA



How much did "POOR DESIGN" cost you in 1952?

THE POORLY DESIGNED AND CARELESSLY PRODUCED MONUMENT that stays "in stock" too long is costing you money every day in at least four different ways. The "bargain" that you thought you had becomes a real dollars and cents liability:—

1. It ties up your money . . . figure the interest on this frozen capital.

2. It takes up valuable space in your display that should be used for *saleable* monuments.

3. Old merchandise keeps potential buyers away.

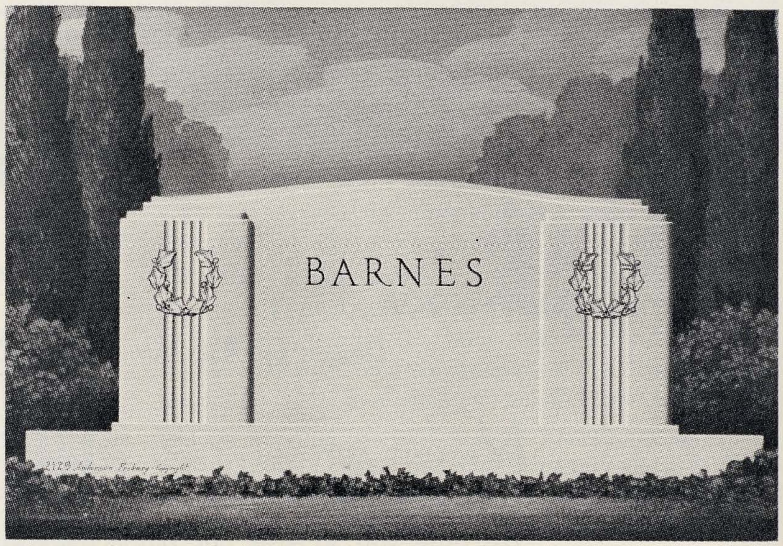
4. It damages your reputation as a memorialist.

But, *good design* and careful, knowing craftsmanship are *good business*—Monuments that "move" will make your business prosper, those that do not, in spite of what a "good buy" they may have *seemed* to be, are a false economy. *Remember,* it's not what you *pay,* it's what it *costs* in the long run that counts.

At Anderson-Friberg you will always be assured of TRUE VALUE.

GOOD DESIGN is GOOD BUSINESS!

Remember - "It's not what you PAY - It's what it COSTS!"



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TRADE NEWS . . .

ILLINOIS FIRM SHIPPING MONUMENT TO PUERTO RICO

The Thurmond Monument Company, Marion, Ill., received an order on January 19th for a monument to be shipped to San Juan, Puerto Rico. The order came from a woman in Chicago, who is buying the monument for the parents of a household employee. Thurmonds said they had received orders from outside the United States before but this is their first for Puerto Rico. The order will be shipped by train to New Orleans and will be transferred to a boat to complete the trip.

NEW DRAFTING SERVICE IN BARRE

A new business and service to the granite manufacturers in Barre and surrounding communities opened Jan. 26th.

The business, a Memorial Drafting Service, will be handled by two recently discharged army servicemen, James Broggini of 72 Railroad street and Charles P. Biannoni of 6 High Holborn street. The service will specialize in full-size detail drafting. Quarters for the drafting service is located in the office section of the old Hebert & Ladrie Granite firm.

Renovations have been made in the office space to accommodate future work. Necessary supplies and equipment have been purchased and installed. The partners of the service announce that a delivery service to and from the various granite firms will be in operation to accommodate customers.

The new business partners stated that the idea for the business has been formulating in their minds for some time. They felt that there was a need for such a business in Barre to give the manufacturers better service in such work. The two young men will devote full time strictly to the enlarged detail phases of the drafting industry, although capable of handling all size drawings in granite work.

Serious and industrious, Giannoni and Broggini are well qualified for their first business venture. Both young men have spent five years at the Barre School of Memorial Art. Two of the years were spent attending the school days while at the local high school. The other three years, the partners attended classes at the art school nights while they worked drafting days. Broggini was employed for two years for the North Barre Granite Co. Giannoni was a draftsman for Zampieri and Buttura for approximately three and one-half years. While in the army stationed in Iceland, Giannoni gained much valuable experience as a topographical draftsman with a headquarters unit.

Both graduates of Spaulding High School in the class of 1947, the new partners were called into the army in January of 1951. While Giannoni was spending nine months in Iceland, Broggini was making a tour of duty in Germany. Broggini was discharged Dec. 21, 1952 and Giannoni received his discharge Dec. 24, 1952, both from Fort Devens, Mass.

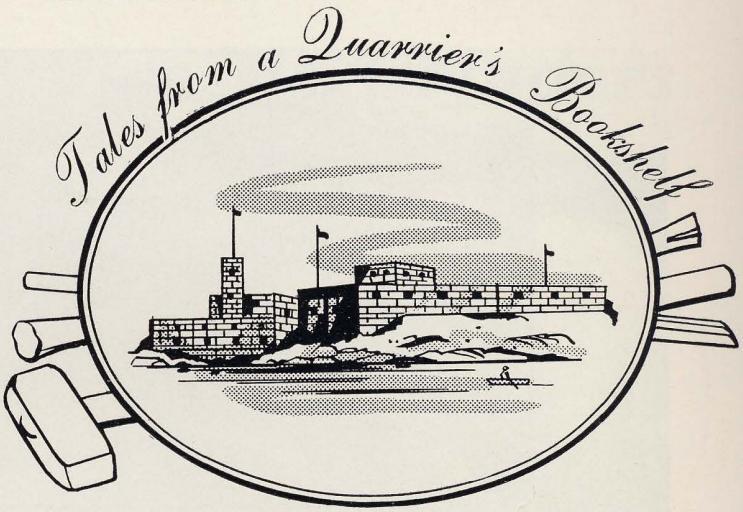
NEW OFFICERS FOR NORTH CENTRAL OHIO MEMORIAL ART CLUB

The North Central Ohio Memorial Art Club reportedly elected the following officers recently:

Evert Nylen, Amherst Memorial Studio, Amherst, president; Paul Telthorster, Conrad Monument Co., Marysville, vice-president; Walter E. Dundore, Dundore Memorials, Fremont, secretary-treasurer.

A well attended breakfast was held by the group at the time of the national convention in Cleveland in January.

NUMBER 2 OF A SERIES



GRANITE FOR A FORT

1852: *The first Federal contract for granite from the Vinalhaven area was for the "Fiddler's Ledge Spindle" — a navigation marker. An important second contract, signed by General Delafield, was for a fortification on Staten Island, New York, Webster & Kittredge agreed to deliver at the fort 3000 cubic feet of granite in the rough, at 22¢ a foot. First shipment was 60 tons by the schooner "Oregon," Tim Hall, Captain. The contractors, anxious to know if the stone was suitable for its purpose, worked their way, "deck passage," on the schooner to the destination. It was accepted, and they returned home with a further contract.*

This year is the 60th Anniversary of incorporation of the original organization now bearing the Bicknell name. Advancing with the industry, often leading the way with new tool developments, the firm pioneered in manufacture of the bush hammer, pneumatic and other power tools. Undoubtedly, early stone workers would stare in amazement at today's pneumatic carving tools, hardtip tools, electric take-about saws, sandblast equipment and wire saws.

Yet, they, like their successors, would recognize in Bicknell-made tools and equipment the basic usefulness and honest quality which have continuously merited preference all over the world. Bicknell manufacture is experienced . . . nevertheless, up-to-the-minute! Send for the complete Bicknell Catalog and look over the broad pneumatic tool line and other aids that make every job faster, easier and more profitable.

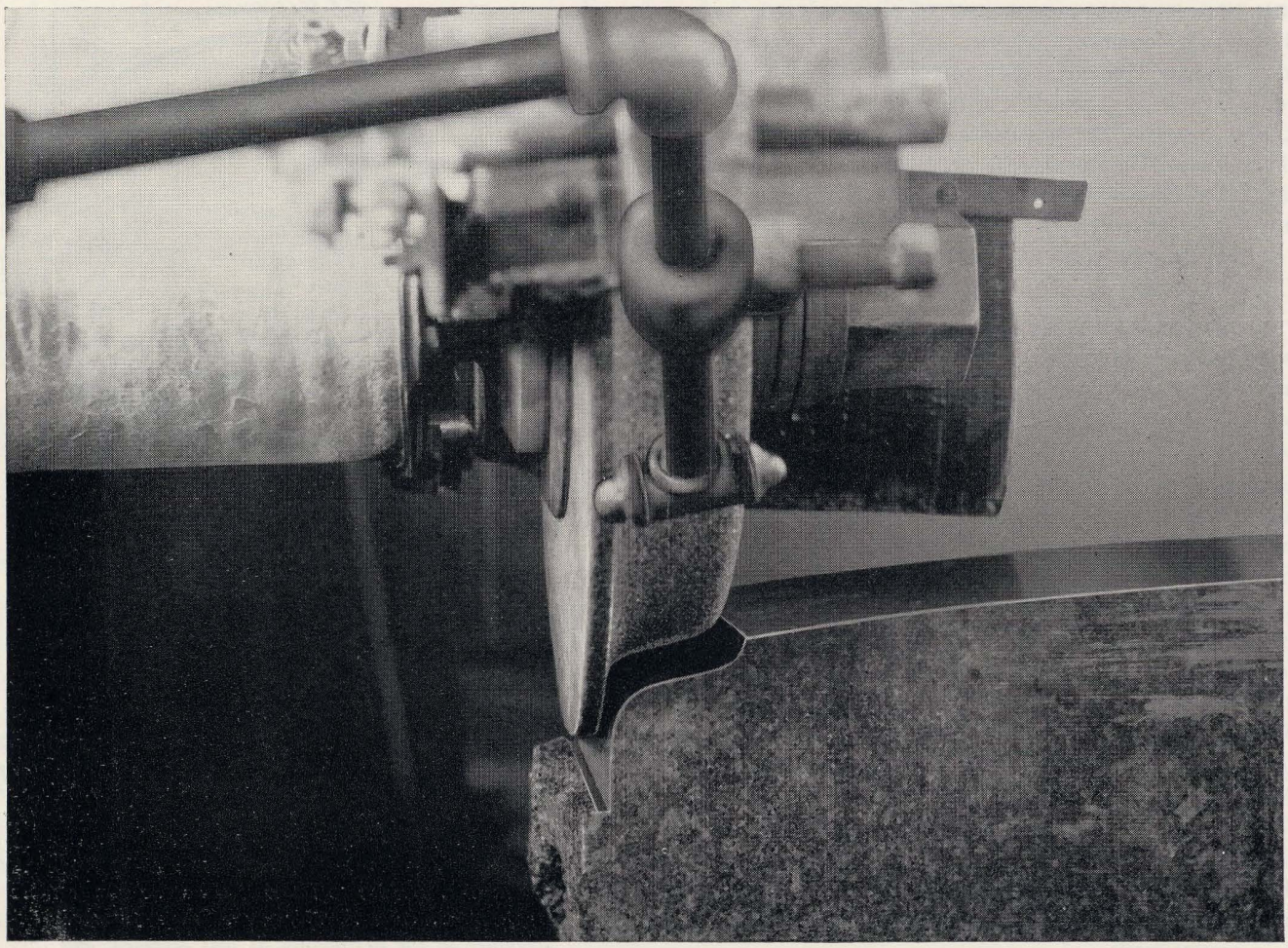
BICKNELL MANUFACTURING CO., Rockland, Me.

BBB "BICKNELL BETTER BUILT"

BICKNELL

ROCKLAND, MAINE
ELBERTON, GEORGIA

STONE WORKING TOOLS, QUARRY, CONTRACTORS AND MILL SUPPLIES



A true mold...time after time

Whether you're
polishing...
contour grinding...
coping...
finishing...
pressure blasting...
molding...

...when you standardize on molding wheels by CARBORUNDUM

The first mold with a new wheel is bound to be true... but what about the tenth—the fiftieth? That's where a Molding Wheel by CARBORUNDUM pulls out in front of the rest. Years of development work in the granite trade are your assurance of the right bond, the right grit, the long wheel life, that add up to complete customer satisfaction and good profits for you. For Molding Wheels that are *right,* see your CARBORUNDUM or distributor salesman—or write Dept. MN 81-72.

CARBORUNDUM

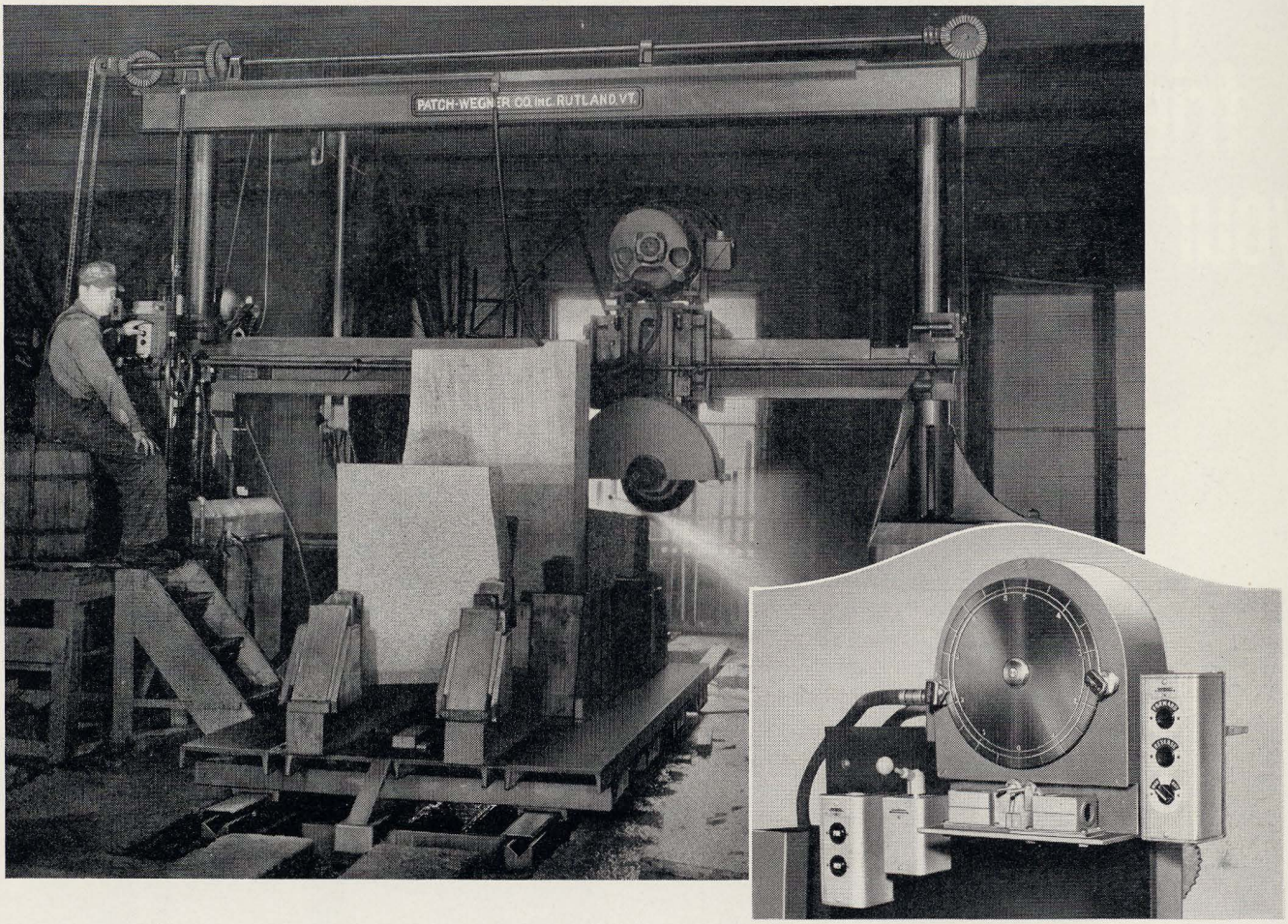
TRADE MARK

offers ALL abrasive products...to give you the proper ONE

"Carborundum" is a registered trademark which indicates manufacture by The Carborundum Company, Niagara Falls, N. Y.

81-72

Patch-Wegner for Profile Grinders



The New Steel Table 40 HP Profile Grinder by Patch-Wegner

is the economical solution to your contour and flat grinding problem. Note the heavy cast iron construction of posts and cross rail which absorbs vibration and allows the stone to be finished practically as smooth as glass. Replaceable cast iron bed ways are protected from grit and water by fixed metal shields.

The finger tip control panel located at operator's station gives immediate and positive control of entire machine.

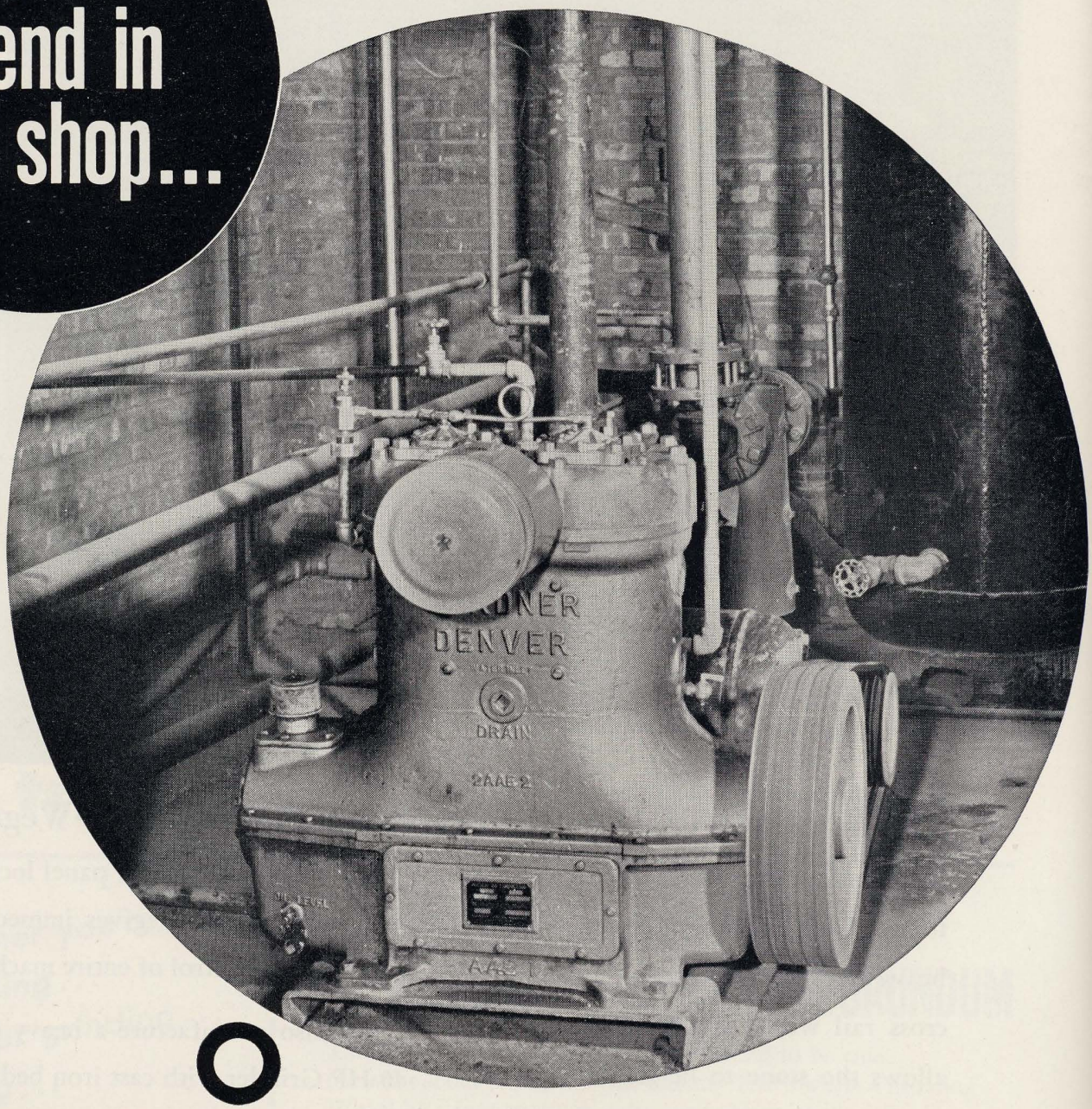
We also manufacture a heavy duty 40 HP Grinder with cast iron bed and table and the 75 HP Grinder with single or double platen. Write for complete information.

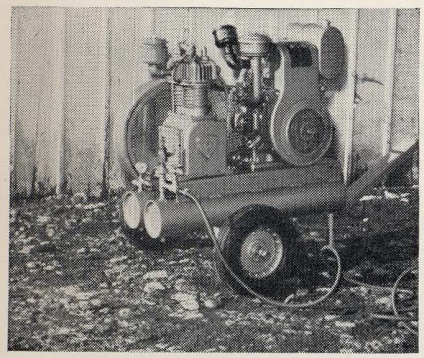
We make Shot Saws, Polishing Machines, Contour Grinders and Cutting Machines

Patch-Wegner Company, Inc.

RUTLAND, VERMONT, U.S.A.

like a friend in your shop...





Tags along with your service truck to provide air at the site — handy Gardner-Denver trailer-mounted compressed air outfit.

the GARDNER-DENVER AA COMPRESSOR

Always ready to lend a hand for chipping, carving, sandblasting.
Doesn't call for attention when you're busy with your work.
Gives faithful service through the years.
Guards your purse against wasted power.
Send today for Bulletin AA-6 and get acquainted with AA specifications.

GARDNER-DENVER SINCE 1859

Gardner-Denver Company, Quincy, Illinois

THE QUALITY LEADER IN COMPRESSORS, PUMPS AND ROCK DRILLS

Mile-A-Minute. A typical modern wire sawing installation. The wire, running at about 5,000 ft. per min., has alternating 50-foot sections of right and left twists. Control mechanism forces the moving wire at fixed speeds down through the stone. Type C CRYSTOLON* Abrasive, fed from hopper above into the cut, is the new Norton development for best results on every wire sawing job.

Here's your New Short Cut to lower cost and increase production

Wire sawing with the new Norton Type C virgin CRYSTOLON Abrasive saves time, labor, money

Wire sawing is here to stay! Throughout the monument industry, forward-looking firms are changing over to this revolutionary advancement over ordinary single-disc and gang sawing operations.

And to assure you the fullest benefits of this improved technique, Norton now offers you a brand new abrasive product —Type C CRYSTOLON Abrasive—a closely sized, uniform virgin grain, especially developed for wire sawing.

Here are some typical advantages, *proved* during thorough field testing of the new Type C CRYSTOLON Abrasive in various types of wire sawing equipment:

Faster cutting. Blocks 8 x 3 feet can be cut in less than 3 hours.

Smoother cut. The 70 grit operation is often omitted, with 120 grit used instead.

Flatter surface. No need for surface correction with steel shot.

Add up these results and you can see how this up-to-the-minute combination of wire sawing with the new Type C CRYSTOLON Abrasive means top quality production — faster, easier, for less money.

Ask Your Norton Distributor for more facts on wire sawing with this new Norton Abrasive. Or write to NORTON COMPANY, Worcester 6, Massachusetts. Distributors in all principal cities. *Export:* Norton Behr-Manning Overseas Incorporated, Worcester 6, Massachusetts.

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ABRASIVES
Making better products to make other products better

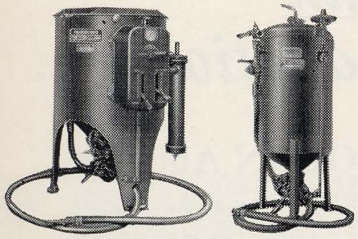
*Trade-Mark Reg. U. S. Pat. Off. and Foreign Countries

"Since 1929 our Pangborn Blast Carving Equipment has been giving us good, clean shape carving,"

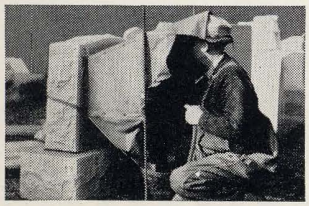
says Jim Ferrari

Foreman of the Monumental Department
Hilgartner Marble Company, Baltimore, Maryland

PANGBORN EQUIPMENT
FOR EVERY CARVING NEED



Pangborn builds 5 different Blast Machines specifically for Memorial Blast Carving. These machines used with Pangborn Shape Carving Rooms or Blast Carving Rooms produce top-quality work with peak economy.

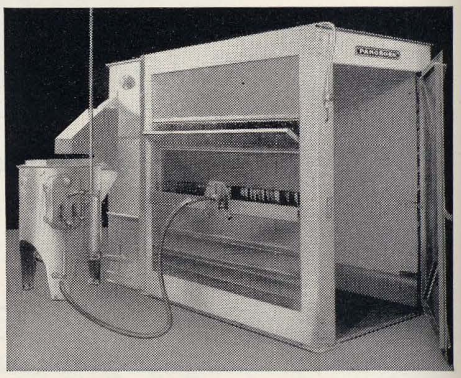


Pangborn Portable Blast Curtain is ideal for location-cut lettering and other away-from-the-shop jobs. Also complete line of Pangborn accessories and supplies: helmets, hoods, nozzles, hose, gloves, aprons, separators, Jiffy-Blast Abrasive, etc.

Here's proof of Pangborn's sound design, excellent engineering and rugged construction

FOR 21 years Hilgartner Marble Co. has done all their blast carving and intricate shape carving with this Pangborn Blast Machine. It's easy to operate and has positive, easy-to-regulate pressure controls and non-clog abrasive feed valve. And maintenance costs practically nothing—21 years with no major repairs and even the original dust collector screens are still in use.

PANGBORN EQUIPMENT can't be beat for economical operation and clean, speedy work. A Pangborn Complete Blast Carving Room, shown at the right, is the finest Memorial Art Equipment you can buy at any price. It has an efficient Pangborn Blast Machine, Automatic Abrasive Separator, Exhaust Fan, Adjustable Curtain, Nozzle Carriage and Inspection Window Front, and Pangborn Dust Collector.

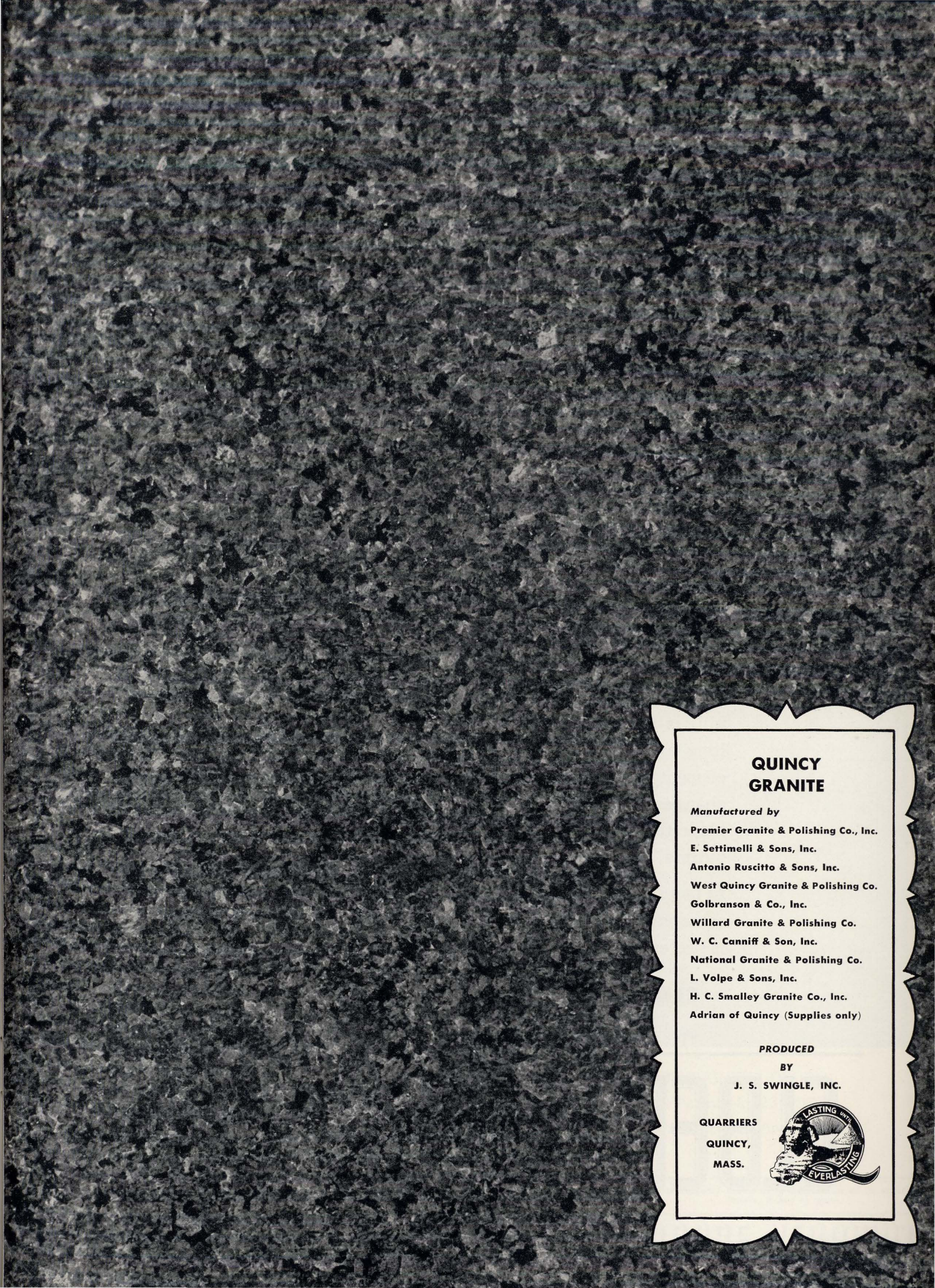


WRITE TODAY for Bulletin 500 and full details on how Pangborn gives you faster, cleaner, cheaper jobs. PANGBORN CORP., 3300 Pangborn Blvd., Hagerstown, Maryland.

Look to Pangborn for the latest developments in Blast Cleaning and Dust Control Equipment

Pangborn

BLAST CARVING AND DUST CONTROL EQUIPMENT



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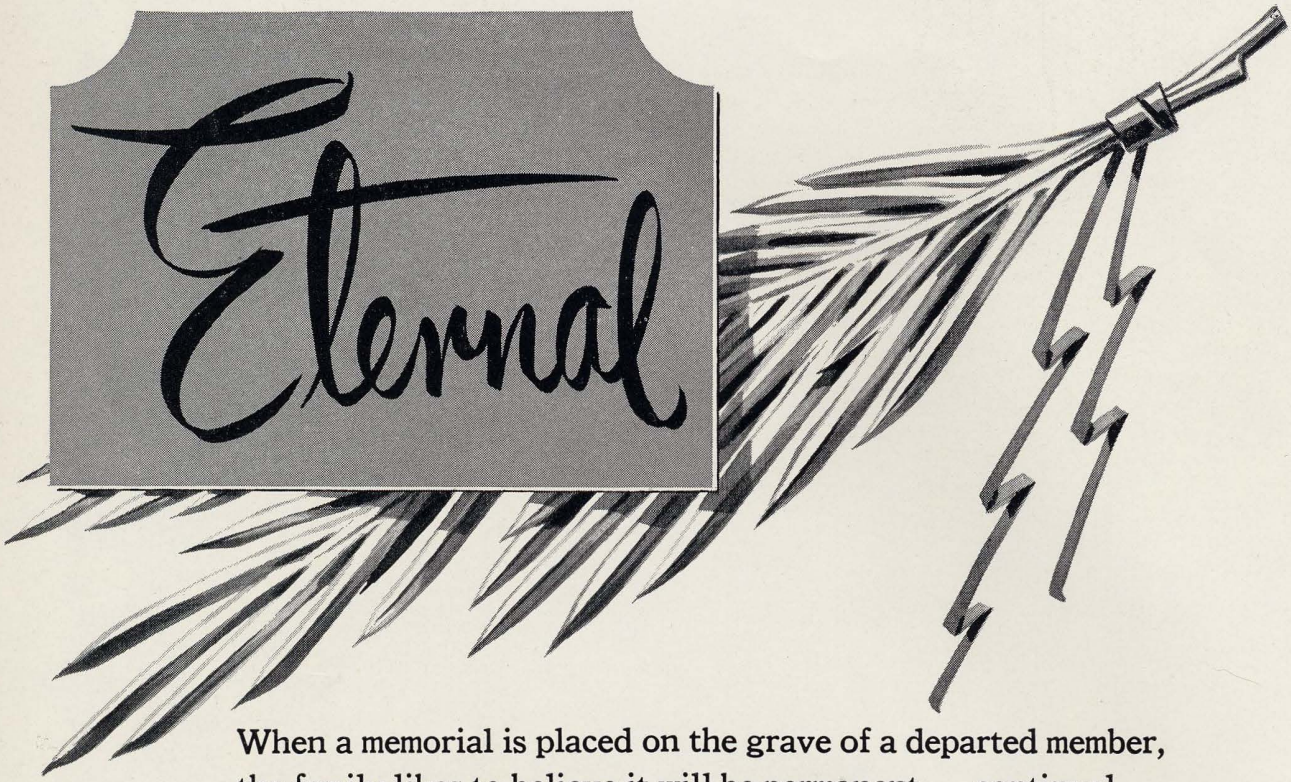
LASTING UNTIL EVERLASTING



When a memorial is placed on the grave of a departed member, the family likes to believe it will be permanent . . . continual . . . perpetual . . . never ending. It is there for the benefit of posterity through the ages.

Therefore, a superior quality of granite is required for monuments if it is to endure the long exposure to the elements and seasonal changes . . . to retain its legible lettering and sharpness of outline.

In fact that is one of the chief reasons why Elberton Granite is preferred. Under all of the tests to appraise its longevity — and they are severe tests, to be sure — this fine textured material from Elberton quarries logically falls in the category of ETERNAL.

Monument dealers add prestige to themselves and beauty to the cemetery with each installation of Elberton Granite.

ELBERTON GRANITE ASSOCIATION, Inc.
Elberton, Georgia

ELBERTON GRANITE

Reverend William P. Casey

1901-1951

The late beloved Father Casey served as Archdiocesan Director of Catholic Cemeteries, Chicago, Ill., from 1934 until his untimely death on October 15, 1951.

". . . Understanding fully the Catholic ideal of the cemetery, he made it a part of his work to become informed on all procedures of cemetery administration and care that were congenial to that ideal. He became recognized as one of the best authorities on cemetery administration in the nation and served as the first President of the National Catholic Cemetery Conference. Everywhere among the dioceses of the United States he was looked upon as eminent for his abilities, talent and knowledge . . ."—His Eminence, Samuel Cardinal Stritch, Oct. 18, 1951.

"Is Memorialization Doomed?"

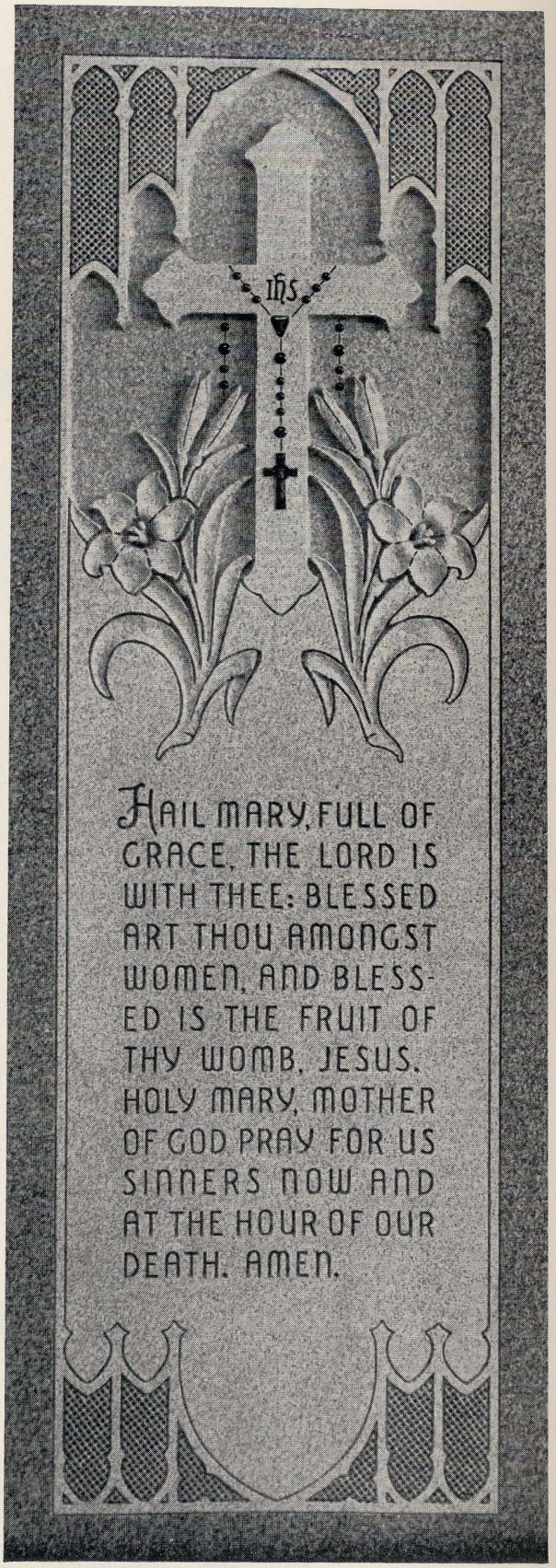
(An excerpt from a report by the late Reverend William P. Casey given at a joint meeting of the American Monument Association and the Monument Builders of America, Sept. 2, 1948, in Chicago, Ill. This address appeared in the book "God's Acre," recently published "for the friends of Father Casey by the National Catholic Cemetery Conference.")

". . . The passage of time has indicated very clearly, if my subject has not, that I cannot begin to treat the ramifications of the philosophy of memorialization upon which we have touched. Especially is this true of the practical applications of the principles I have set forth. But I would like to say very few words . . . regard(ing) religious symbolism and religious epitaphs for inscriptions. **Whatever may be said regarding memorialization, surely there is no good reason why religious symbolism and epitaphs cannot be put into greater use. There seems little excuse to find in religious cemeteries, in which the regulations naturally require that the memorials be Christian in design, that the only relic of Christianity is just a tiny cross or some other small, insignificant Christian symbol relegated to an insignificant spot on the monument.** Neither, does it seem to us, although we are aware of the difficulties, that religious symbolism of almost any kind should be almost totally lacking in cemeteries which are not distinctly religious. The practical problems are well known to me and I am completely sympathetic, but surely everything I have said indicates the advisability of emphasis upon these matters. . . ."

We have always made every effort to bring deep-rooted religious symbolism, epitaphical inscription and the prayer to the prominence it deserves, just as Father Casey so strongly advocated throughout his wonderful career.

To this end we have created our patented Rosary in gem-like beauty, and literally hundreds of copyrighted designs that have the Rosary on the Cross as dominant features of the monument. Many of these combine the prayer "Hail Mary" with the other most meaningful Catholic symbols.

Here is the deep religious significance that your clients have been looking for. Your inquiries will receive prompt attention.



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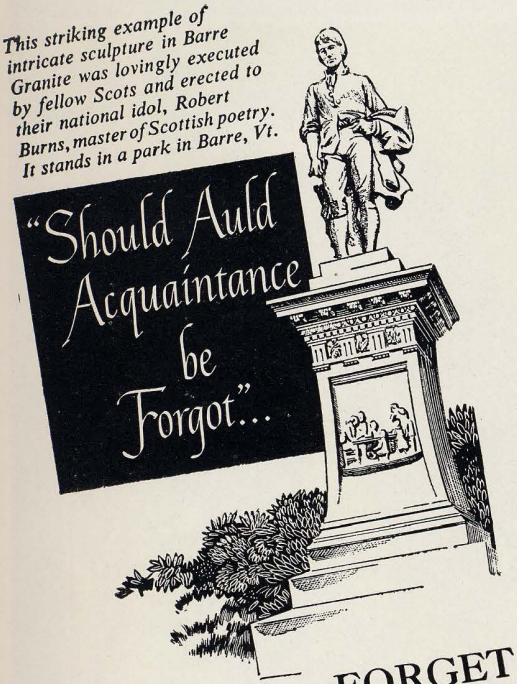
U. S. Patent No. 2349065—
Canadian Patent Applied For

Our Patented Rosary is a reproduction of an actual Rosary, locked in stone.

WHITE GRANITE COMPANY BARRE, VERMONT

This striking example of intricate sculpture in Barre Granite was lovingly executed by fellow Scots and erected to their national idol, Robert Burns, master of Scottish poetry. It stands in a park in Barre, Vt.



It's Tragic to FORGET

As Maeterlinck so beautifully said, "Memories are indestructible, but if we do not offer them shelter, they disperse and are lost in the eternal night." Fortunately, for those who would never "forget," the Memorial Masterpieces that are guarded by the hallmark, BARRE GUILD, afford the finest in earthly tribute and enduring honor to one who has passed.

BARRE GUILD Monuments employ the skills in design and sculpture of the world's leading artisans-in-stone—craftsmen attracted to Barre because here, and here alone, is found the rare monumental stone known as Select Barre Granite.

Each authentic monument is backed by a written guarantee and is identified by the etched-in BARRE GUILD seal. Insist on this assurance of permanence and beauty *at no extra cost*. Look for the sign of the BARRE GUILD dealer nearest you.

BARRE GUILD
BARRE 60, VERMONT

Free Booklet—Write for "*Monument Ideas*"—full of helpful guidance in selecting your family monument.

Prepare Now... before the Need Arises

Plan now, while all the family is together, to erect a suitable monument on your own cemetery plot.

BARRE GUILD Monuments
"Mark of the Masters"

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GOODHOUSEKEEPING
PATHFINDER

TARGET FOR 50 MILLION READERS!

Barre Guild launches extensive '53 Advertising Campaign

Seven top-flight national magazines reaching a vast audience of approximately 50 million readers—here's where the Barre Guild is aiming its guns for '53! And with impressive, attention-getting advertisements beamed right at good prospects in **your** communities. Tie in with this important campaign planned to help **you** step up sales. Ask about helpful merchandising aids now ready for you. Write for details!

NEW!

A beautiful new Dealer Self-Mailer Folder is just off the press. It will help you impress prospects with the unsurpassed quality and design of Barre Guild Monuments. It features **your** name, **your** place of business. Write for sample copy now.

BARRE GRANITE ASSOCIATION
BARRE, VERMONT

Built... to do the job

"BARRE" *pneumatic* CARVING TOOLS

You expect dependability and long life in a carving tool — with a "Barre" you get that and more . . . Why? "Barre" Pneumatic Carving Tools are designed to "do the job" — whether for heavy cutting and building work or for the finest carving. Furthermore, "Barre" Long-stroke Tools are valveless — have only four parts. Solid hammers assure longer wear with a minimum of upkeep.

Try these streamlined beauties! Individual inspection guarantees you long trouble-free service under **all** stone working conditions. Contact your local distributor or . . .

Write direct for illustrated catalog No. 11 describing the complete "Barre" line of stone working tools. No charge — no obligation. Do it today.

Illustrated are a few time-saving "TROWCO" carbide-tipped tools.

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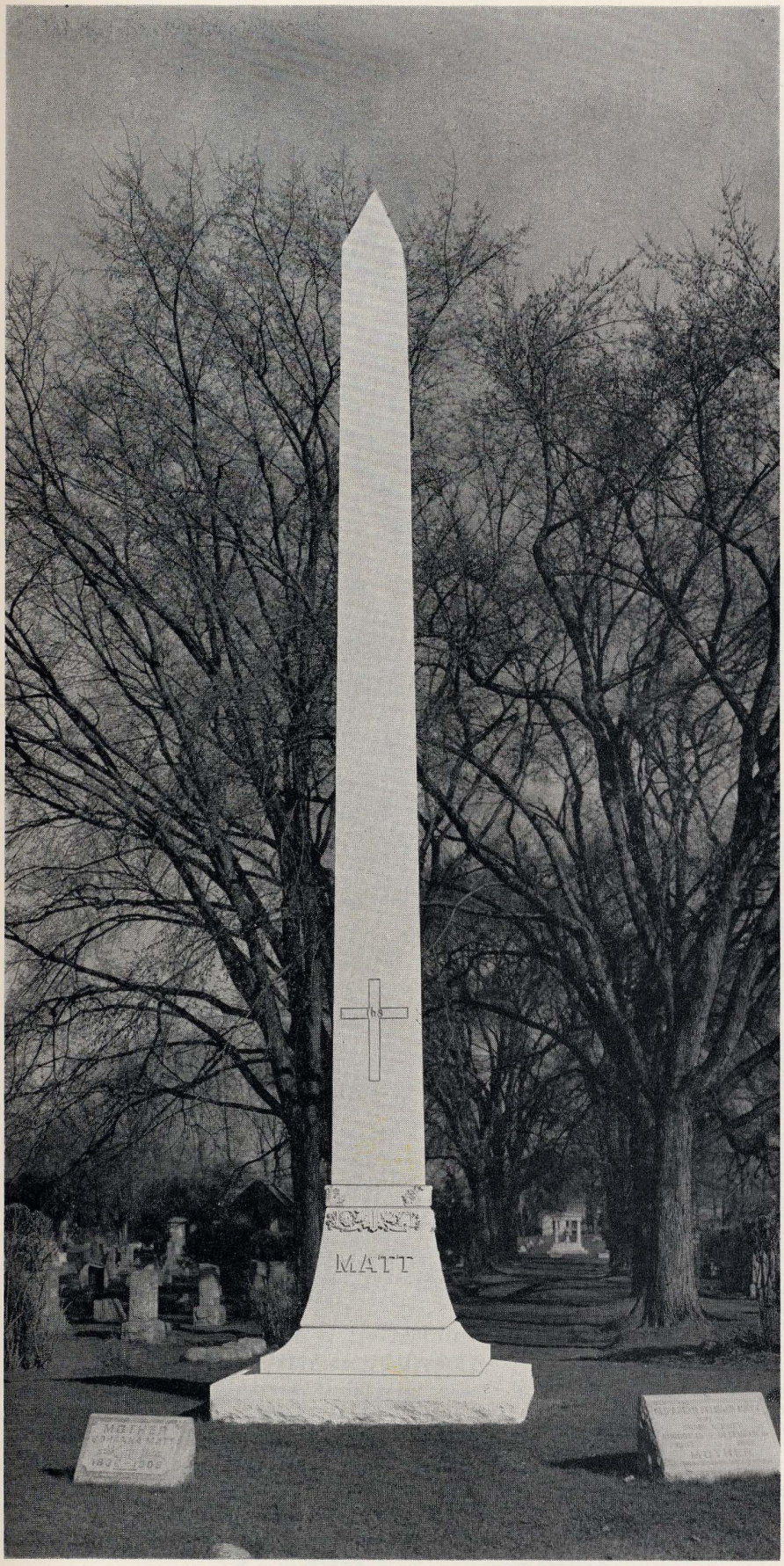
COMPANY
BARRE, VERMONT

A BETTER TOOL MAKES A BETTER WORKMAN



The towering Matt Family Obelisk stands in St. Joseph's Cemetery, Utica, N. Y.

An Outstanding Obelisk in SMITH-BARRE

"Medium of the Masters"

This striking obelisk was recently produced by the Valz Granite Co., Barre, Vt., for Daniel H. Burdick & Sons, Clinton, N. Y. Interesting details in the designing and selling of the thirty-six foot shaft were noted in MONUMENTAL NEWS-REVIEW, Dec. 1952:—

> *"As Mr. Leland has observed, in the accompanying article, it is difficult for the memorialist to sell 'something new and different'. Particularly is this true when the client has preconceived notions and preferences. There is a story to this obelisk, designed and rendered by Blake and Lawrence Burdick who attended the Barre School of Memorial Art. The story is an example of what the trained designer can do in persuading the client to modify some of his requirements, in this case the use of huge letters which were once thought to be necessary on lofty spires; indeed, on all monuments."*

The beauty and stature of a family memorial of this imposing type are particularly dependent on the quality of the material used—that is why Smith-Barre Granite, *"Medium of the Masters"* was specified.

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

Monumental

NEWS-REVIEW

THE TRADE JOURNAL OF THE MONUMENTAL INDUSTRY *Established 1889*

COMBINING MONUMENTAL NEWS · GRANITE MARBLE & BRONZE · THE MONUMENT AND CEMETERY REVIEW

VOLUME 65
NUMBER 2 *February 1953*

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A. R. JAMISON, *Managing Editor*

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Westerly, R. I.

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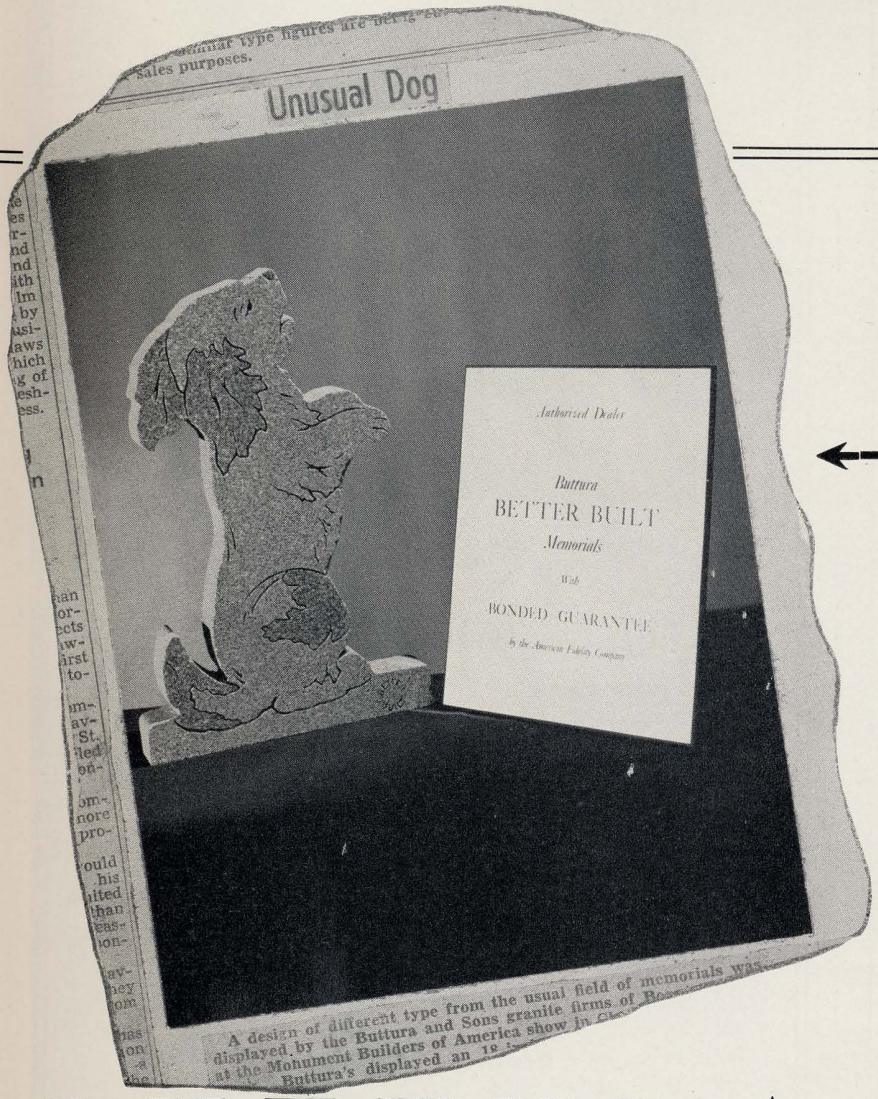
Our Congratulations to the Men of Foresight who have organized the

MONUMENT INSTITUTE OF AMERICA . . .

. . . and it is our fervent hope that the greatest possible number of retail dealers will also have the foresight and courage to support such a worthy and essential undertaking.

Other businesses and associations have proven conclusively that a sound marketing program is the only salvation for any industry. It brings better selling, higher quality merchandise and design, and better service to the American people.

Don't let yourself be counted out in this progressive, vital movement . . . GET BEHIND THE M.I.A. *TODAY!*



An Eye-Catcher at Cleveland!

This unusual 18 inch high Barre Granite dog was featured at our booth at the Cleveland Exhibit and it evoked much interest and comment, being given quite a little publicity in the Cleveland press. We cut this unique figure with one of our wire saws. Aside from catching the public eye and helping to bring the Convention to the notice of the citizens of Cleveland, this little fellow will give *you* the hint that here at Buttura's we have all the latest production equipment *and* the know-how to use it to your advantage.

BUTTURA & SONS

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BONDED GUARANTEE MEMORIALS by BUTTURA & SONS BARRE, VT.

BETTER BUILT

"FACTS EVERY FAMILY *Should Know* about FUNERALS *and* INTERMENTS"

(Editorial)

The Association of Better Business Bureaus, Inc., 723 Chrysler Building, New York 17, N. Y., recently prepared the above titled brochure. It is without question one of the most important articles published in many years, not only for cemeterians and morticians, but for memorialists as well.

THIS four-page brochure published by the national association of the Better Business Bureaus of America is another example of the invaluable work of this institution dedicated to publicizing and eliminating racketeering and unethical practices in American business. Memorialists should write Howard C. Raether, Exec. Sec'y., National Funeral Directors Ass'n., 135 W. Wells St., Milwaukee 3, Wis. for copies. Many memorialists now using direct mail advertising will find this an exceptionally cogent message, particularly when faced with active no-monument cemetery promotion that is "just within the law." While the emphasis on this analysis is on the funeral director, there are important paragraphs on both cemeteries and memorials. It does a particularly fine service in spiking the guns of the latest promotions of such package plans as "The Gold Cross" that purports to sell plot, funeral, and monument (bronze marker) at "a dollar down and a dollar a week," all insured in case of death. Whether you decide to order these brochures in volume for mailing or simply a single copy for your own knowledge, we urge your study of this message. We quote selected paragraphs to illustrate the down to earth reasoning therein:

"Only a few problems involving the services of funeral directors, cemeteries and monument makers are brought to the attention of Better Business Bureaus according to a recent survey by the Association of Better Business Bureaus. Paradoxically, the same survey and other studies have disclosed the existence of a noticeable degree of public suspicion and criticism of funeral directors and allied groups. There are two explanations for this unusual situation:

"(1) Widespread public ignorance and misunderstanding of the services performed by these groups; and

"(2) Questionable advertising, high pressure sales tactics and serious malpractices by a small minority such as exists on the fringe of any business or profession. They victimize bereaved families and create public distrust out of all proportion to their numbers.

"Providing elementary facts which every family should know, because death is a visitor whom every family must anticipate, this bulletin will assist you to plan intelligently in advance. It will also help you to protect yourself against the plausible pretenses of 'fringe' operators.

"Cemetery Promotions

"It has been the experience of Better Business Bureaus that when cemetery lots have been sold on a speculative basis with predictions or promises of resale at huge profits, purchases have not generally been profitable from the standpoint of 'investors.' Thousands of persons, who have been promised financial security from such 'investments,' have found themselves owners of lots in cemeteries which have gone into receivership, unable to dispose of their lots for more than a fraction of the cost, if at all.

"In weighing the speculative risks involved in a cemetery promotion, you should consider the following factors:

"(1) Who are the promoters? What is their reputation and how has the public fared with their previous promotions, if any? Some professional promoters have gone from city to city leaving a trail of dissatisfaction behind them.

"(2) Who are the sales agents? Some state laws provide that cemeteries cannot be conducted for profit but, in actual practice, a separate sales group has frequently been organized for the purpose of netting outside promoters substantial and sometimes exorbitant commissions or profits from the sale of lots with only a small portion of the invested funds reaching the cemetery.

"(3) Has the cemetery been developed so that lots are available for burial purposes? If not, what assurance do you have that development plans will be completed? What percentage of the funds received are allocated for development purposes and under what safeguards?

"(4) What is provided for perpetual or endowed care? You should determine for yourself whether the institution named as trustee is, in fact, acting in that capacity, whether the trust agreement provides adequate protection for lot owners and whether an adequate proportion of the purchase price is set aside for perpetual care purposes. It has been the practice of some promotors to take their commissions or profits out of the initial payments and apply additional payments, as received, to development, leaving only the final payments for the perpetual care fund. Thus, such promoters obtain their profits on sales before anything is done for the buyer.

"(5) What assurance do you have that resale or repurchase agreements will be fulfilled? No guarantee is any stronger than the guarantor and a guarantee of resale is of no value if the company making it goes out of existence leaving no one to whom the hapless investor can turn.

"In some cases, cemetery lot sales have been promoted as part of a 'package' plan which includes a casket, vault or marker. This introduces additional speculative aspects and you should investigate to determine what proportion, if any, of your money is set aside under proper safeguards to assure delivery of the merchandise at sometime in the distant future. Scrutinize the contract carefully to determine if it contains an escalator clause obliging you to make additional payments if the cost of the merchandise increases.

"Questions similar to those suggested above should also be raised in respect to promotions involving the sale of crypts or niches in a community mausoleum, or niches in a columbarium or crematorium.

"Monuments and Memorials

"It is advisable, before purchasing cemetery property, to determine whether the cemetery will permit the erection or placing of the type of monument or memorial that you desire. If you already own a plot, you should know that it is customary among cemeteries to reserve the right of final approval and they should be consulted in order to determine whether the monument or memorial that you desire will be permitted. This rule, in general use by cemeteries, is adopted for the general protection of all its plot owners.

"This is one of several reasons why you should not buy a monument or memorial hastily. Beware of salesmen who seek to high pressure or shame you into precipitate purchases of dubious value. Size alone is not necessarily a measure of memorial value. Often a small memorial of select sound material will enhance the value of the plot more than mere bulk.

"Remember that monuments and memorials are intended as final visible tributes to the dead and a constant source of inspiration to the living. As such, they should last through the ages."

A.M.A.-M.B.A. CLEVELAND CONVENTION AND EXHIBIT

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THE JOINT convention and exhibit of the M.B.A. and the A.M.A. in Cleveland, Ohio, January 11 through 14th, has been widely described as the most successful meeting and monumental exhibition that has ever been held by the industry. We have no official figures on the attendance and registration but we venture to say that the number of members and guests who made the trip to Cleveland would certainly compare favorably with any previous convention and exhibit.

We could devote many paragraphs to the praise of the individuals responsible for the careful planning of the program and the almost unbelievable amount of creative thought and hard work which so many people put forth in bringing the fine exhibit into being. (Exhibit photographs may be seen elsewhere in this issue.) Suffice it to say that all of the M.B.A. and A.M.A. officers, directors and both memberships; and the National Marketing Committee deserve the highest praise for their unstinting labors and supporting roles. They should feel justly proud of the results of their efforts.

Of course, along with the excellence of the Exhibit at the Cleveland Auditorium, of primary importance was the report of the Marketing Committee before a joint meeting of the M.B.A. and A.M.A. (everyone in the Industry was invited) on Tuesday, January 13th. At that time the Monument Institute of America, Inc., was formally voted upon and became a reality. Elsewhere in these pages we have reported at length on the M.I.A., as we did in our editorial in the January 1953 MONUMENTAL NEWS - REVIEW. We will say no more in this report except to again urge everyone in the Industry to join and support the M.I.A. We urge you to read thoroughly Mr. F. J. Plimpton's report, the A.M.A. message prepared for presentation at state and district meetings and the other pertinent material printed in this issue and we are sure that you will see the merit—and, yes—the urgency and absolute necessity for getting behind this program. Write or call the M.B.A. office, 20 East Jackson Blvd., Chicago 4, Ill., or the A.M.A. office, 282 Delaware Ave., Buffalo 2, N. Y.—they are serving as *temporary* headquarters for M.I.A. until its own offices are selected and staffed, which we understand will be in the very near future.

Monday Morning Session, January 12, 1953

The first session of the Forty-sixth Annual Convention of the M.B.A. held at the Cleveland Hotel, Cleveland, Ohio, convened at 10:00, Mr. Hoyt Holton, President, presiding. After calling the meeting to order, he made several announcements and then introduced Reverend Walter H. Klein of the Evangelical and Reformed Church of Cleveland who gave the invocation.

Following the invocation, President Holton commended the Ohio Association of Monument Builders for the splendid reception which they had given the previous evening;—the attendance was so large that the activities had to be moved to the ball room to accommodate the crowd. The president then called upon Mr. Joseph Carabelli of the Carabelli Monument Co., Cleveland after praising him for his help in entertaining and assisting Arch Green in all the convention arrangements.

Mr. Carabelli introduced Mr. Henry W. Hopwood, Assistant Director of Public Relations for the Republic Steel Corp., who spoke on "Public Relations." Excerpts from this speech will appear next month in this magazine.

Next on the program was Congressman Frazier Reams, who was introduced in appropriately glowing terms by the president. Congressman Reams of Toledo, Ohio has introduced the Veterans Marker Bill *(see Letters to the Editor)* in this session of Congress. We have printed important excerpts from his talk on page 44.

Following this address there was some pertinent discussion and then President Holton introduced Arch Green, the new Executive Vice President of M.B.A., who made a few announcements, A prize drawing held just before adjournment, resulted in the winning of a travelling clock and a set of steak knives by John S. Jackson of Jackson Monument Service, Rensselaer, Ind., and Oscar G. Burnett, Murphysboro, Tenn., respectively.

Afternoon Session, January 12, 1953

Convening following luncheon at 2:00 p.m., the convention was called to order by President Holton who again introduced Joe Carabelli, whose pleasant duty it was to call upon Reverend Lawrence Hall, senior canon in charge of Trinity Church, Cleveland. Reverend Hall gave a most entertaining talk which had membership "in the aisles" most of the time and yet built to the climax of a very fine message. "Put your shoulders to the wheel . . . and you will have a lot of happy members in this association."

The meeting was adjourned so that the Exhibit might be the center of attention for the remainder of the day.

Tuesday Morning Session, January 13, 1953

The second morning session of the convention opened at 9:30 a.m. with Mr. John T. Heyward, President of the American Monument Association, Inc., presiding. Mr. Heyward greeted the large gathering, stating that it was an industry-wide meeting in which everyone was invited to participate. He announced that Mr. Archie L. Green, executive vice president of the M.B.A. had been chosen as temporary chairman of the meeting and he turned the chair over to him.

Mr. Green spoke briefly in introducing Mr. F. J. Plimpton, chairman of the National Marketing Committee, who gave the detailed and interesting talk which is printed in full beginning on page 41 of this magazine.

Mr. Green thanked and commended Mr. Plimpton for his report and then introduced Mr. Henry L. Barber, president of Landsheft & Barber, advertising, Buffalo, N. Y., who spoke about the conditions as they prevail today in the Industry and the need for the Monument Institute of America, Inc. (A portion of his speech may be seen on page 39.)

Following Mr. Barber's address, Mr. Green called on Mr. Plimpton to give a synopsis of the M.I.A. By-Laws (see page 46).

Mr. Green then called on Mr. A. T. Howe, Vermont Marble Co. who spoke briefly, urging the need for action to save the Industry and the importance of a program such as the one suggested by the Marketing Committee.

Mr. Green then called on Mr. Paul Stevenson, Moberly, Mo., a past-president of M.B.A., who also spoke in favor of the proposals. A few words were then heard from Mr. Douglas Cushman, Pittsburgh, Pa.

A motion was made by Mr. Robert Graham, Alliance, Ohio that the By-Laws be adopted, which was seconded by Mr. Fabian Monfils, Fond du Lac, Wis. The meeting was thrown open for discussion. After a few questions were asked and answered by the chair, a short recess was called.

After the voting, Mr. Green announced that "the retailers who have signed up in this short time are unanimous and there were no 'no' ballots and 146 'yes' ballots and 82 wholesale firms were signed up, making a total of 228." He announced that as a result of the ballot, "the Monument Institute of America, Inc. was officially created at 12:30 p.m. January 13, 1953."

Nominating Committees for the election of officers of M.I.A. were announced by Chairman Elmer Feis, Hastings, Neb. (retailers) and Charles Beck, Barre, Vt. (wholesalers). The former consisted of: George Kellogg, Mexico, N. Y.; George Laingor, Oklahoma City, Okla.; Claude Brown, Florence, S. C.; and Hans Frederickson, Detroit, Mich. The wholesalers were: Don Bohmer, St. Cloud, Minn. and Frank Coggins, Elberton, Ga.

While the committees met, several people who had been instrumental on the Marketing Program spoke briefly, thanking the group for their support.

The following directors were then elected by acclamation:

Five directors were chosen by the producer division of the industry as follows:

Producer Directors, Monument Institute of America, Inc.

H. A. Olson, Wausau, Wisconsin (1 year)
Robert E. Lee, Jr., Elberton, Georgia (2 years)
Robert S. Gillette, Barre, Vermont (2 years)
John T. Heyward, Rion, S. Carolina (3 years)
Fred J. Plimpton, New York, N. Y. (3 years)

Five directors were selected by the retailing division of the industry and those selected were:

Retailer Directors, Monument Institute of America, Inc.

Hoyt S. Holton, Toledo, Ohio (1 year)
C. A. Gardner, Schenectady, N. Y. (2 years)
L. W. Stolz, La Grange, Texas (2 years)
Paul Stevenson, Moberly, Missouri (3 years)
Harry L. McColm, Huntington, W. Va. (3 years)

The first act of the board of directors was election of officers to head M.I.A. for the coming year. The following were elected:

Officers of Monument Institute of America, Inc.

HOYT S. HOLTON	*President*
FRED PLIMPTON	*1st Vice President*
PAUL STEVENSON	*2nd Vice President*
JOHN T. HEYWARD	*Secretary*
H. A. OLSON	*Treasurer*

After a few words from President Hoyt S. Holton, this historic meeting was adjourned at 1:45 p.m.

[*Continued on next page*

M.B.A. President
L. C. HENLEY
Montgomery, Ala.

M.B.A. Vice President
C. D. CUSHMAN
Pittsburgh, Pa.

M.B.A. Treasurer
J. H. MCCARTHY
St. Louis, Mo.

Wednesday Morning Session, January 14, 1953

This session of the convention, as usual, the business meeting of the M.B.A. membership was a closed meeting and, as such, we do not propose to go into any detail beyond stating that the reports of President Holton and Executive Vice President Green may be seen on pages 43 and 45, respectively. Also we reprint here the resolutions as passed by the convention:

Resolutions Passed at the M.B.A. 46th Annual National Convention — Cleveland, Ohio, 1953
Presented by Chairman Vernon Curl of Concordia, Kansas

BE IT RESOLVED, That a sincere vote of thanks be given to the management of the Hotel Cleveland for their splendid service and cooperation.

BE IT FURTHER RESOLVED, That the Monument Builders Association wishes to express its appreciation to the A.M.A. for their cooperation in placing an extensive and beautiful exhibit of memorials, which has been an outstanding asset in attracting members to this convention.

BE IT FURTHER RESOLVED, That the entire association assembled here wishes to express their thanks to Congressman Frazier Reams; Henry Hopwood; Reverend Laurence Hall; and Henry L. Barber, the speakers, who have so ably addressed this convention and helped to make it a success.

BE IT FURTHER RESOLVED, That a sincere vote of thanks be tendered to the members of the Executive Committee of both the A.M.A. and the M.B.A. who have so diligently given of their time and talent to work out the many details for the forming of the marketing program which has been brought into existence at this convention and which has culminated in the organization of the history-making Monument Institute of America of which we are all so justly proud.

BE IT FURTHER RESOLVED, That we express our sympathy to the following people who are ill: Billy Ingram of Lexington, Kentucky, a past director; Mrs. John J. Flynn, Crookston, Minnesota, wife of our immediate past director; Mrs. George Wemhoff, the wife of the oldest living past president of our association. It has been reported to us that they are seriously ill and for that reason have been unable to attend this convention, and so we pray and hope for their speedy recovery.

BE IT FURTHER RESOLVED, That we wish to express our appreciation to the Ohio State Dealers, and especially the Cleveland dealers association for their assistance in managing and working out the details for securing the fine speakers and the local entertainment for our ladies and the wonderful reception that was held on Sunday night for the delegates of the entire convention.

BE IT FURTHER RESOLVED, That we pause to honor the memory of our deceased members who have passed to the Great Beyond since our last regular convention.

We respectfully request that our Executive Vice President be instructed to communicate with the individual families and express to them our sincere sympathy.

The above resolutions were adopted unanimously.

The following officers and directors were elected:

Officers and Directors Elected at the M.B.A. Convention January 11 - 14

President
L. C. Henley
Henley's Memorial Co.
701 Mt. Meigs Rd., Montgomery, Alabama

Vice President
C. D. Cushman
Campbell-Horigan Monuments
4718 Penn Ave., Pittsburgh, Pa.

Treasurer
John McCarthy
J. H. McCarthy Monument Co.
4642 W. Florissant Ave., St. Louis, Mo.

Directors
Hoyt S. Holton, Ex-Officio
The Lloyd Bros., Co., Inc.
3024 Auburn Avenue, Toledo, Ohio

R. H. Little
Iowa Memorial Co.
West Liberty, Iowa

V. L. Carothers
Tulsa Monument Co.
1735 E. 11th St., Tulsa 4, Oklahoma

Hans H. Frederickson
Sheldon Granite Co., Inc.
19800 Woodward Avenue, Detroit, Michigan

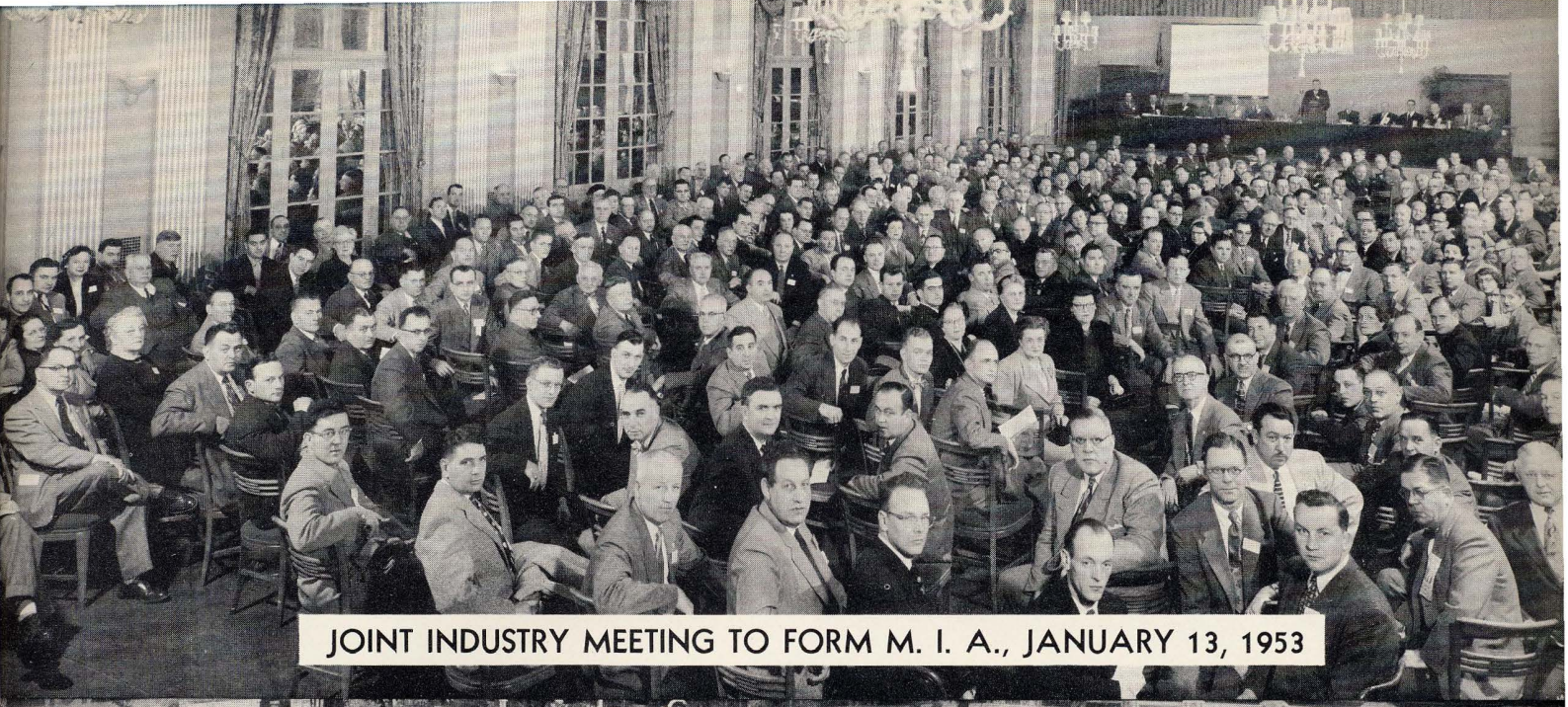
George Kellogg
Kellogg Memorials, Inc.
P. O. Box 432, Mexico, New York

Robert Graham
Graham & Wagner, Inc.
130 So. Arch St., Alliance, Ohio

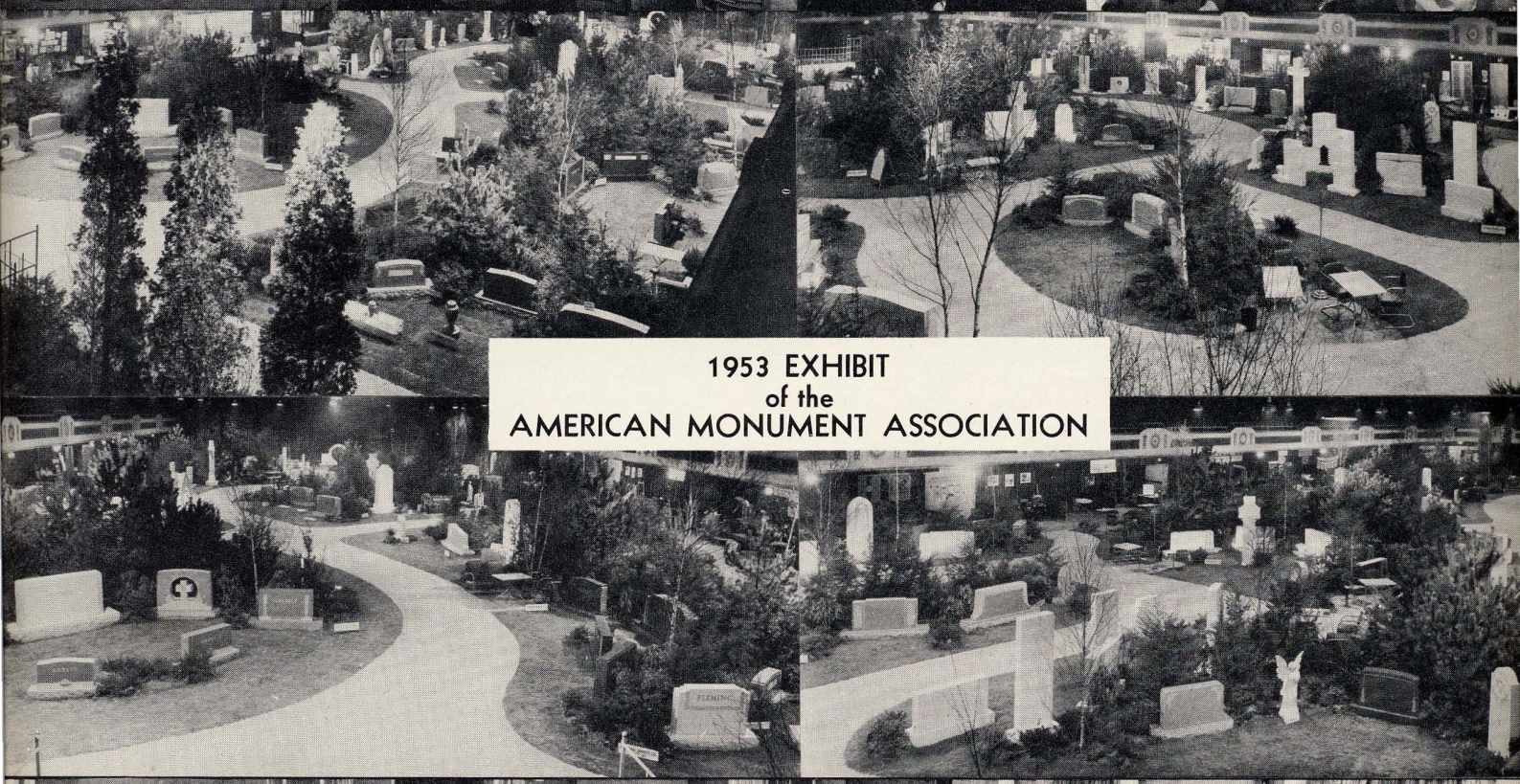
Leon L. Jones
L. L. Jones & Son
7330 S. W. Macadam Ave., Portland, Oregon

Elmer Feis
Feis Memorial Works
201 S. Burlington Ave., Hastings, Nebraska

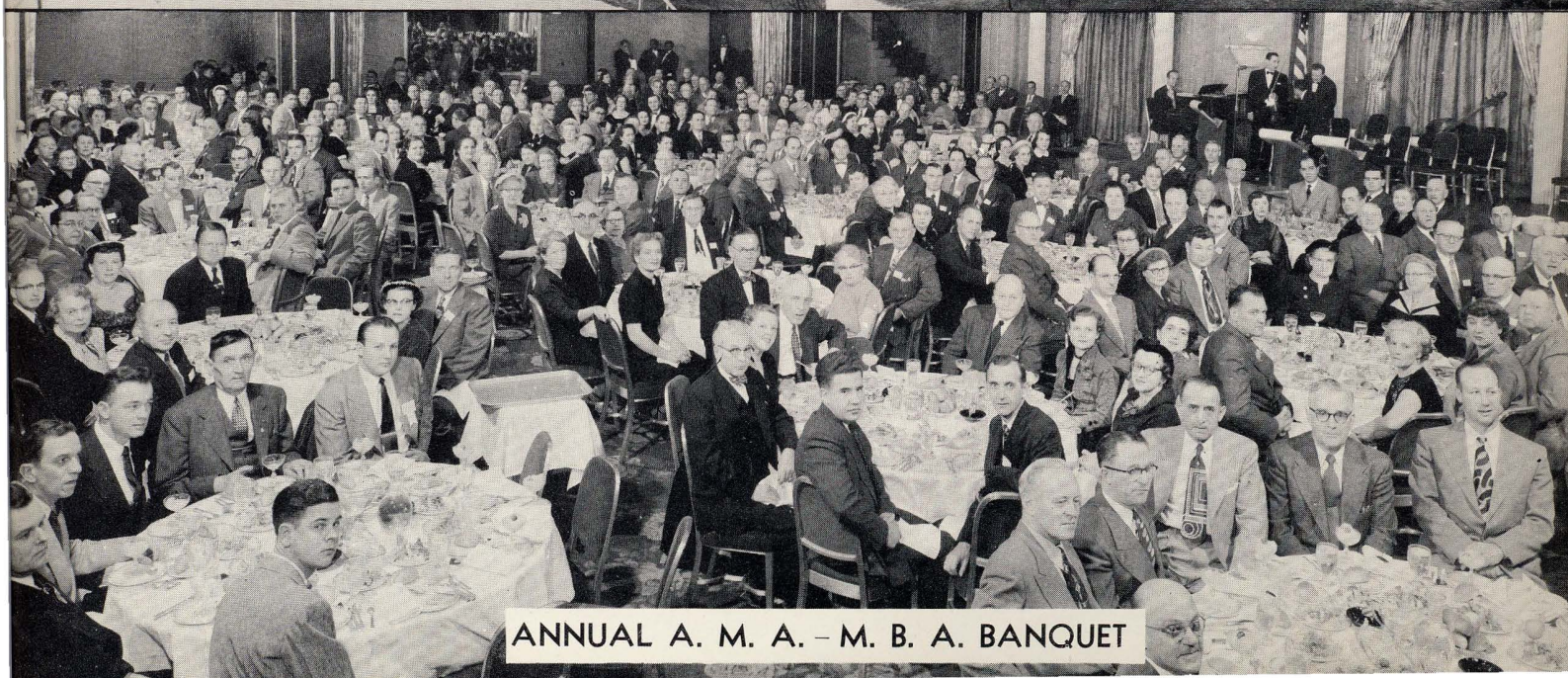
Arthur Larson
Braham Granite Works
Braham, Minnesota



JOINT INDUSTRY MEETING TO FORM M. I. A., JANUARY 13, 1953

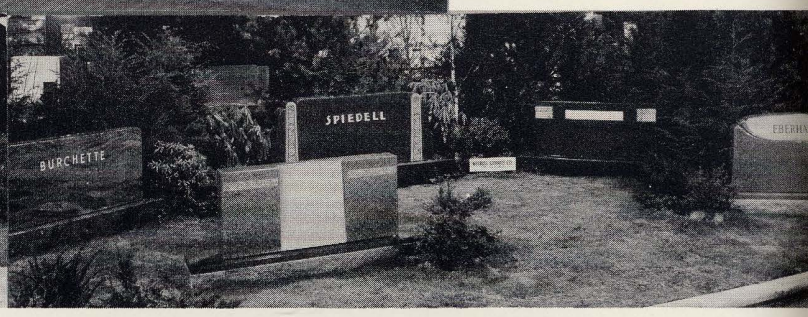


1953 EXHIBIT
of the
AMERICAN MONUMENT ASSOCIATION

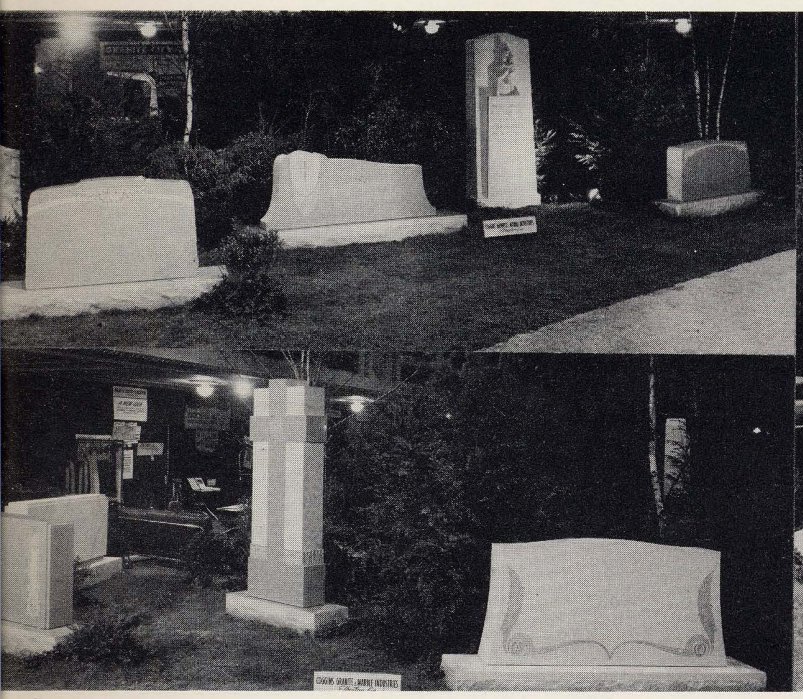


ANNUAL A. M. A. – M. B. A. BANQUET

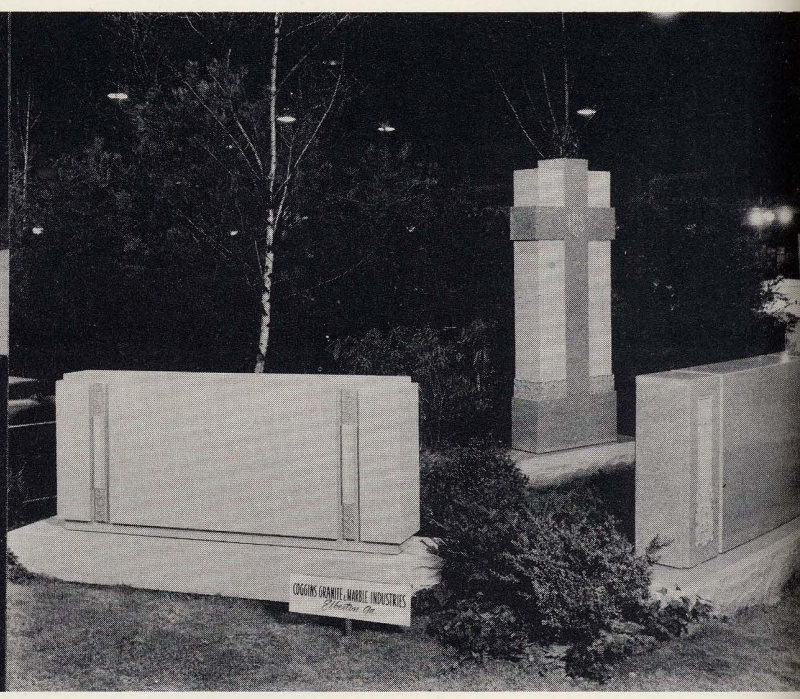
Dakota Granite Co.



Melrose Granite Co.



Coggins Granite & Marble Industries, Inc.



Coggins Granite & Marble Industries, Inc.

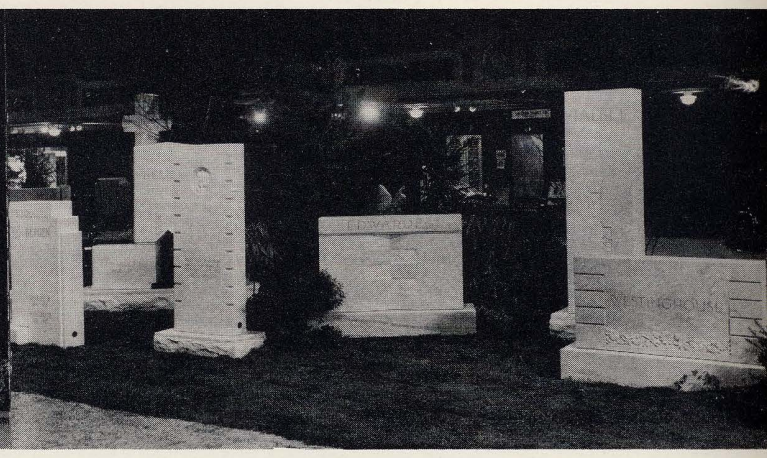
Harmony Blue Granite Co.

J. V. Eberly Co.

W. C. Townsend & Co.

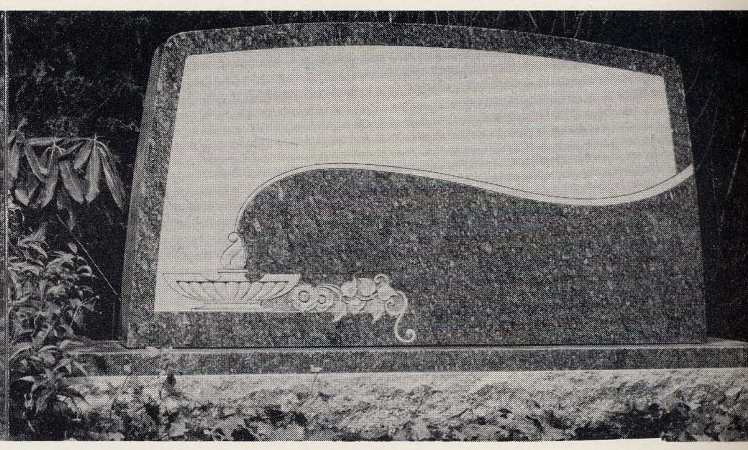
W. C. Townsend & Co.

Vermont Marble Co.

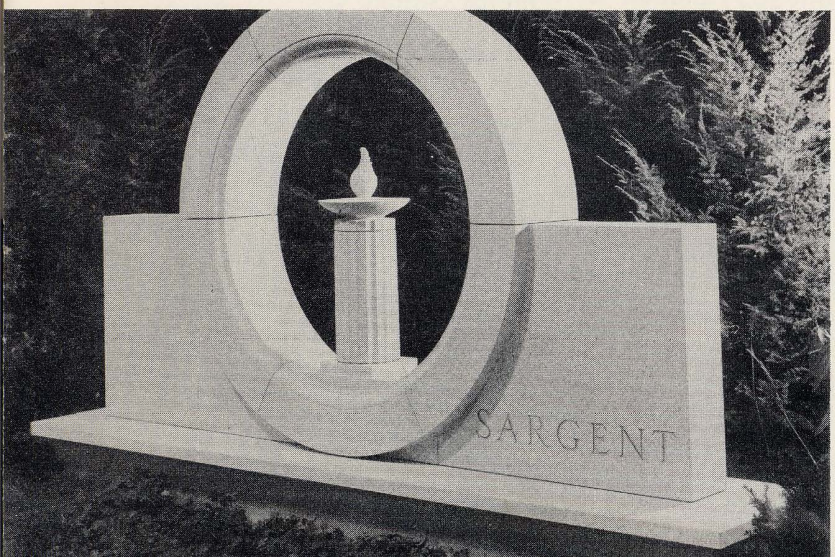


Vermont Marble Co.

E. G. Ladewich Co.

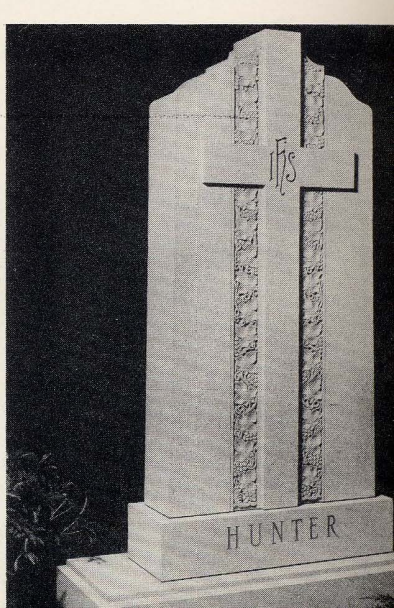


E. G. Ladewich Co.



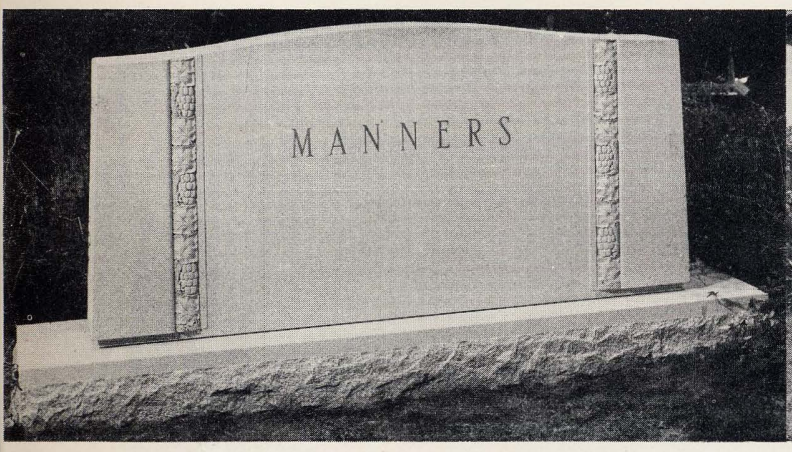
J. D. Sargent Co.

Dixie Granite Co.

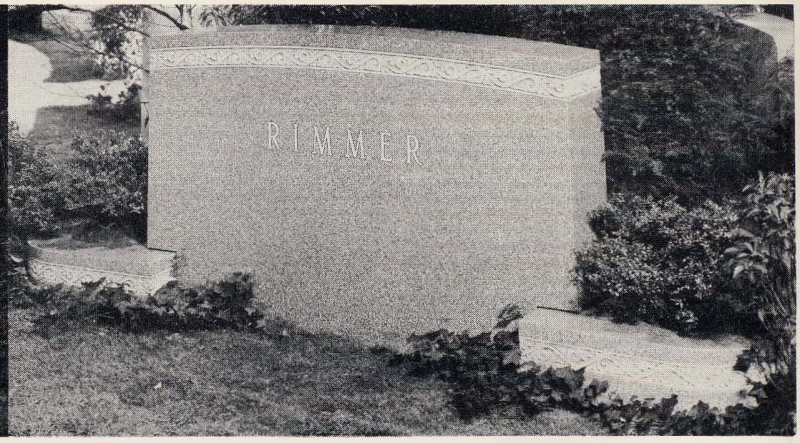


Jones Brothers Co.

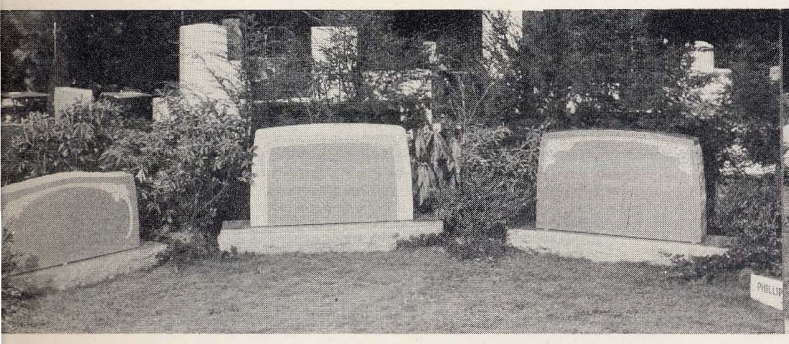
Columbia Granite Co.



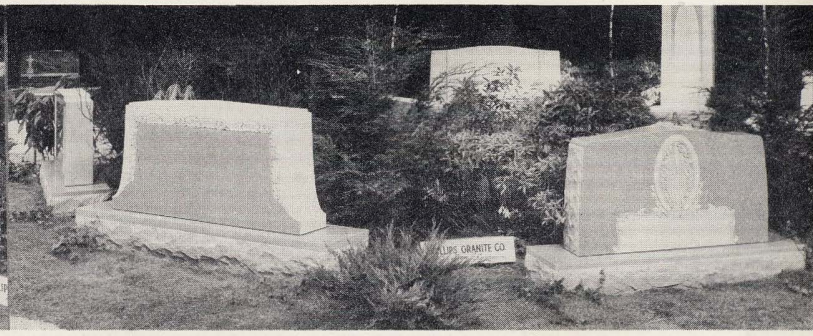
Cook, Watkins & Patch, Inc.



Cook, Watkins & Patch, Inc.

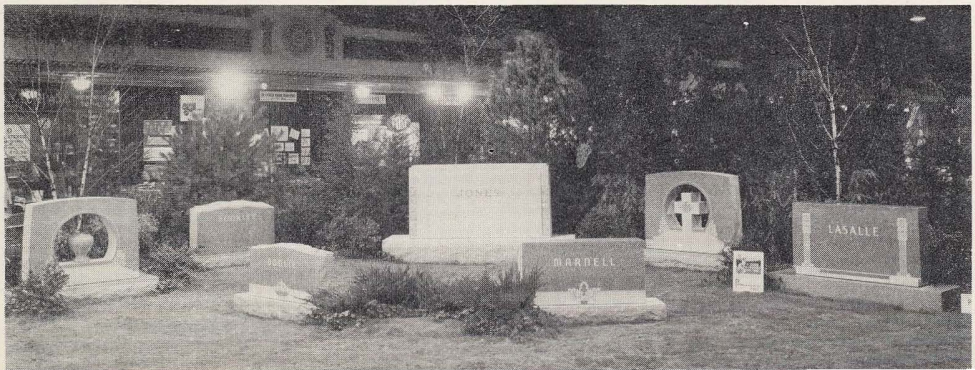


Phillips Granite Co.



Phillips Granite Co.

Rock of Ages Corp.

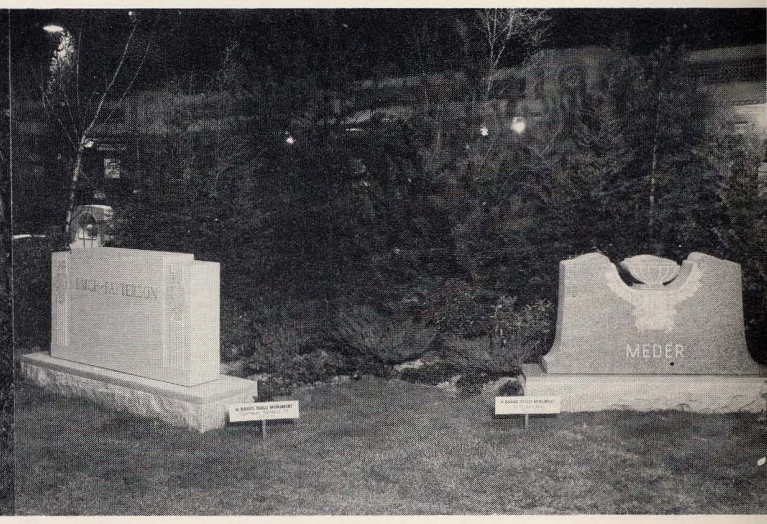


BARRE GRANITE ASSOCIATION EXHIBIT

(Left to Right) Peerless Granite Co., S. L. Garand Co., Johnson & Gustafson (Copyright Design), South Barre Granite Co., Chioldi Granite Co., Lawson Granite Co.

(Left to Right) Modern Granite Co. (Copyrighted Desig White Granite Co. (Copyrighted Design)

Adams Granite Co. (Copyrighted Design)

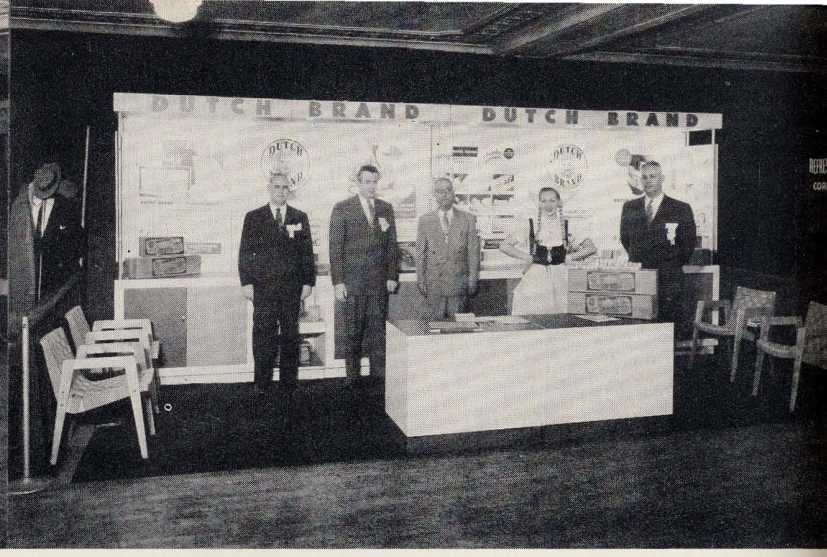


(Left to Right) Colonial Granite Co. (Copyrighted Design) Buttura & Sons (Copyrighted Design)

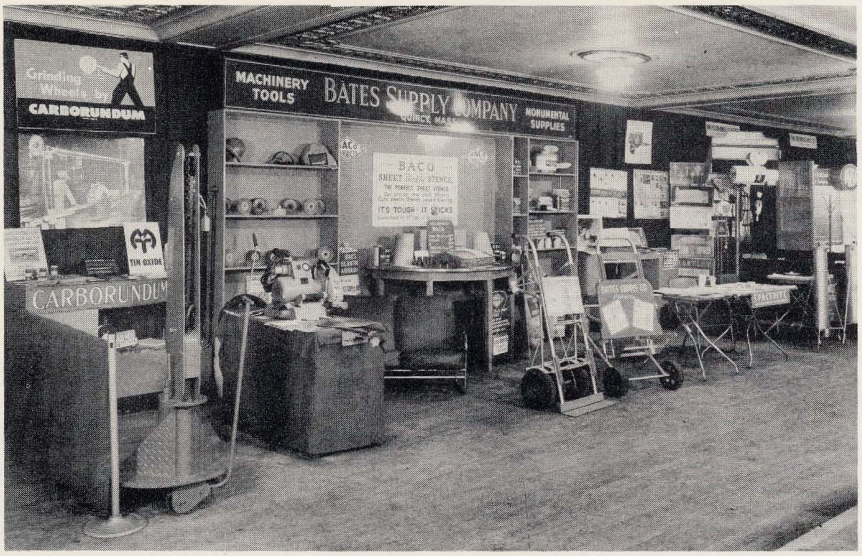
(Left to Right) Zampieri & Buttura (Copyrighted Design), Anderson-Friberg, Inc. (Copyrighted Design), Usle & Perojo Granite Co. (Copyrighted Design), Modern Granite Co. (Copyrighted Design).

(Left to Right) Comolli Granite Co. (Copyrighted Desi Brusa Granite Co. (Copyrighted Design), E. J. Batchelder Co. (Copyrighted Design),

Granite City Tool Co.



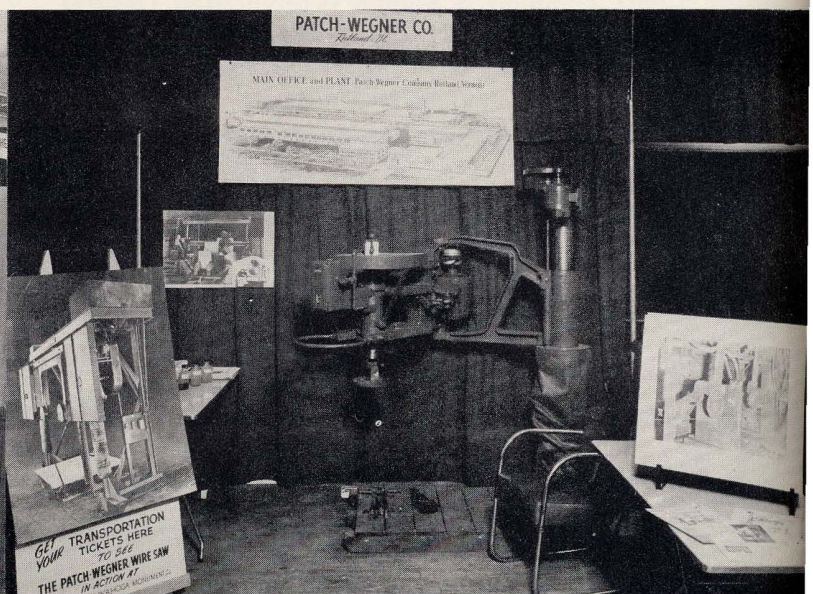
Van Cleef Brothers

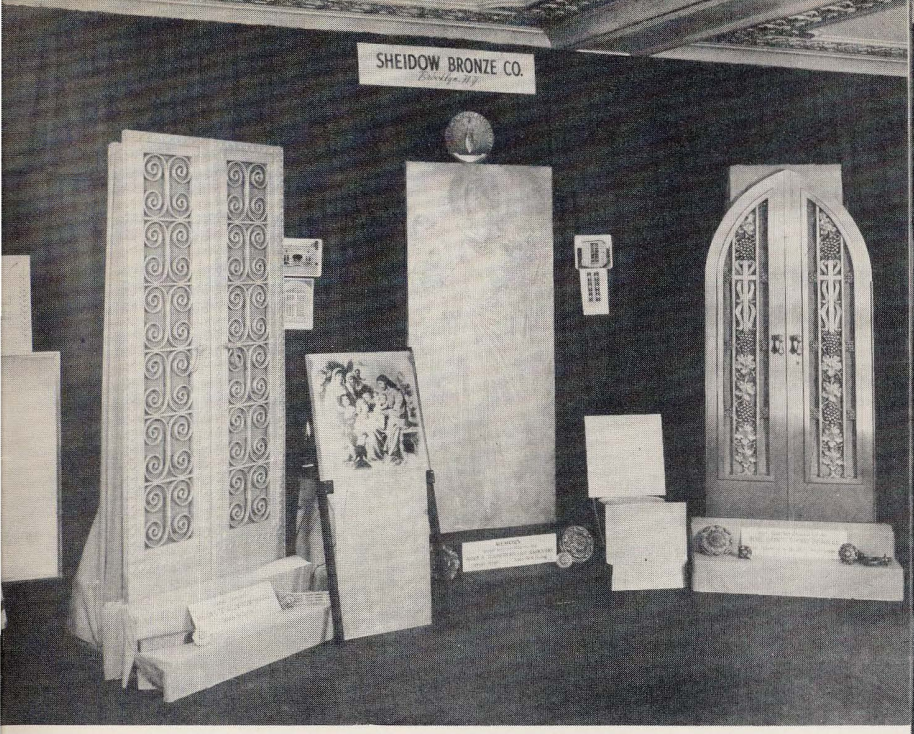


Bates Supply Co.

C. E. Cleveland Lithichrome Co.

Patch-Wegner Co.



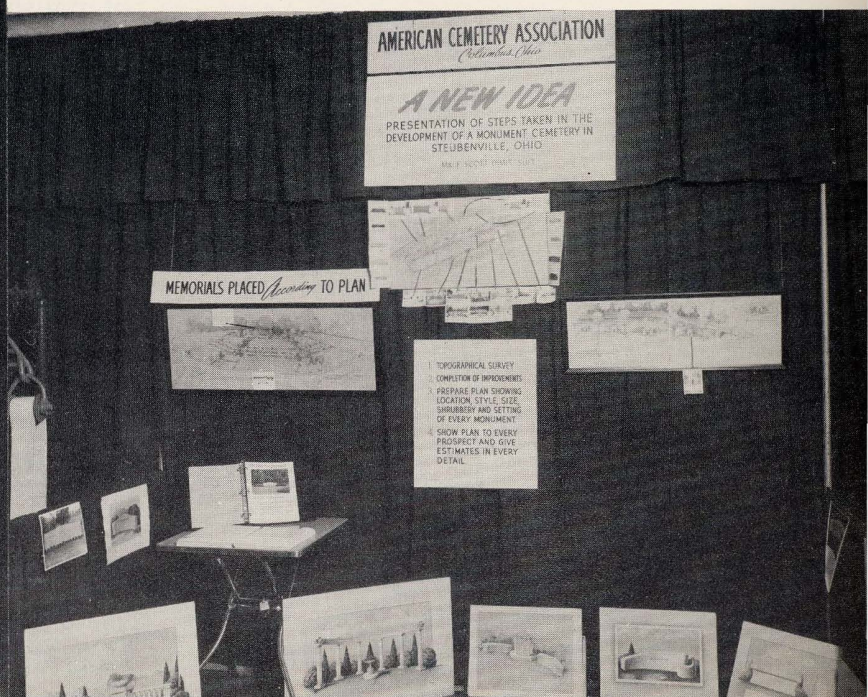


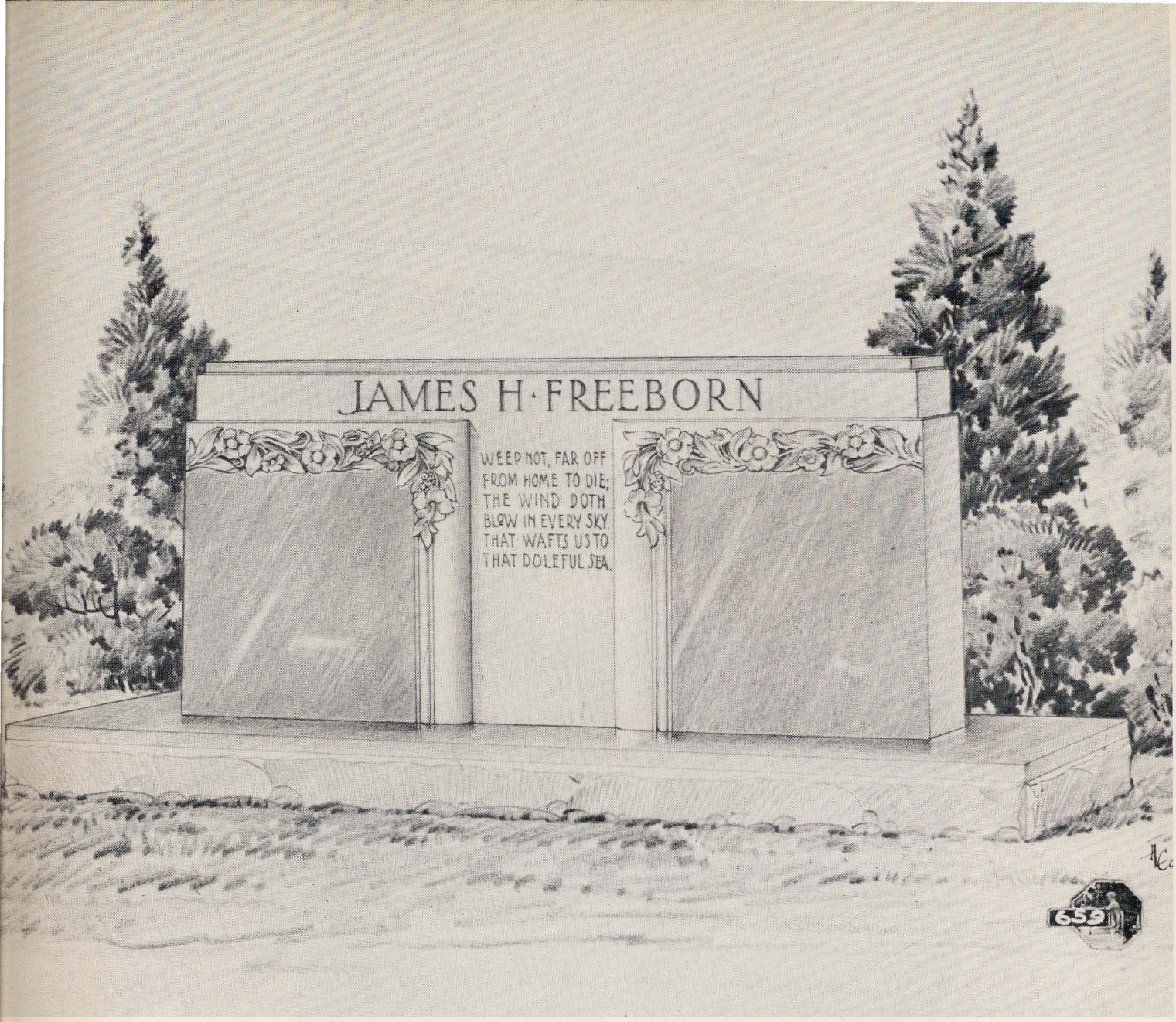
Sheidow Bronze Co.

J. A. Dedouch Co.

National Cemetery Association

American Cemetery Association





Designed for

MODERN MACHINE TECHNIQUES

By

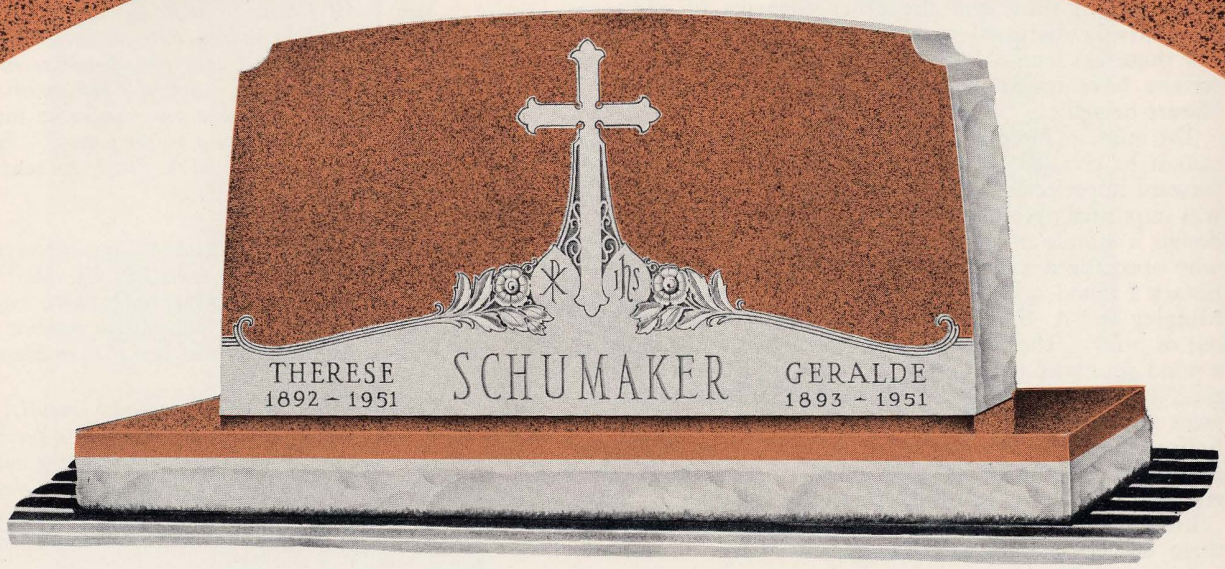
Al Comi

BARRE DESIGN SERVICE
BARRE, VERMONT

Inasmuch as Mr. Comi is largely concerned with the design problems of Barre manufacturers, it is but natural that he should be greatly interested in the treatment of polished surfaces. In the Freeborn design we see another example of a modern study created with today's machine production in mind. No cut or curve or ornament here is beyond the range of the skilled artisan, yet the monument itself is a far cry from the usual design of this general type. It attains individuality by studied composition and detail. Although the rendering features an epitaph and an individual name, it is obvious that the design is eminently suited for family inscriptions, and for stock work of the better type. Note how Mr. Comi carries his polished surface to the base and how effectively the large figured ornament softens the harshness of feeling so common to too much of our machine work.

Introducing DOMINION PINK

CANADA'S FINEST GRANITE



The Schumaker design is another of our exclusive creations that originally appeared in our two-page introductory advertisement in January. We have been most gratified with both the dealer and public response on this design. Remember, Dominion Pink Granite is a specialty material that deserves your consideration. Its fine-grained beauty, proven durability, uniformity, and unsurpassed color contrast have made this granite a sensational success. As a plus value you can depend upon the Barre manufacturers listed below. They are the ***sole producers*** of Dominion Pink Memorials. Write today for information!!

The Following Barre Vermont Manufacturers are The Exclusive Producers of "DOMINION PINK" MEMORIALS

ANDERSON-FRIBERG CO., INC.

CHIOLDI GRANITE CO.

BETTERCRAFT MEMORIAL CO.

SOUTH BARRE GRANITE CO.

USLE & PEROJO GRANITE CO

BARRE VERMONT

CASE HISTORIES *in Personalizing* MEMORIALS

With Sketches by **Ernest Stevens Leland**

NUMBER XXXII

The CASE of the FLORICULTURISTS. Authorities on the theory of design, in all fields of art, have for centuries maintained that Nature is the one perfect teacher. In books and lectures on design we are taught to understand the basic elements which are essential in creating anything beautiful in the arts: Interest, Fitness, Symmetry, Line, Gradation, Contrast, Repetition, Harmony, Distribution, Radiation, Composition; these and the other elements of effect are exhaustively discussed in books on design and esthetics. All these academic theories are important but, as many writers have maintained, the greatest of all teachers is Nature herself.

The miracles of design which Nature evolves in plant life cannot be rivalled by man no matter how far he may go forward in perfecting an "abstract art". The truth of this was impressed upon me, in my youth, when I was asked to design a simple monument for a family of floriculturists who specialized in the culture of Jonquils. At the city library I found a book, "Plant Form and Design" by W. Midgley and A. E. V. Lilley, an English book long since out of print. The book opened a new world of beauty to a mind that was absorbed in the study of Classic architecture, archaeology as applied to monuments, historic ornament and the like. A copy of this volume was recently located for me by my bookseller in New York. When my eyes fell upon the cluster of jonquils, here reproduced, I recalled the case of the floriculturists.

Like most people who are absorbed in their profession, these flower growers were neither wealthy nor socially ambitious. They were beloved in the community; and when the husband died there were eulogies in the newspapers and in publications devoted to floriculture and horticulture. There were no children. The small plot they had selected in a picturesque nook was an ideal setting for a modest monument commemorating two people who had lived with Nature into ripe old age. Obviously, the memorial should feature the jonquil; but how?

Here was a lady whose lectures and writings on flowers and floral arrangements revealed a knowledge of composition in design which would rebel at any commonplace or stereotyped "tombstone". And, certainly, those jonquils would need to be precious in both design and execution. It was a problem indeed. But the Fates, who seem always to be rather kind to me, found that book for me in the city library. I shall never forget the profound gratitude of this bereaved soul when I showed her the stylized cluster of jonquils illustrated in that book. Sometimes the life of a memorialist has its genuine compensations.

I did not design the monument. "The Lady of the Jonquils" designed it herself. And despite my subsequent efforts to "improve" upon her idea, the lady had the answer. True, it may be said by some that the jonquils indicated on sketch "A" are unrealistic because they are more than life-size. But then it is also true that no lady was ever so large as the Statue of Liberty; nor any jonquil so small as the pictures we find in books. The ultimate test of any monument can be expressed in the form of two questions: Is it *beautiful?* Is it *significant?* I think the "Lady of the Jonquils", thanks to my good fortune at the library, arrived at an ideal memorial for the man she loved, and for the monument that symbolizes the life they spent together with the flowers.

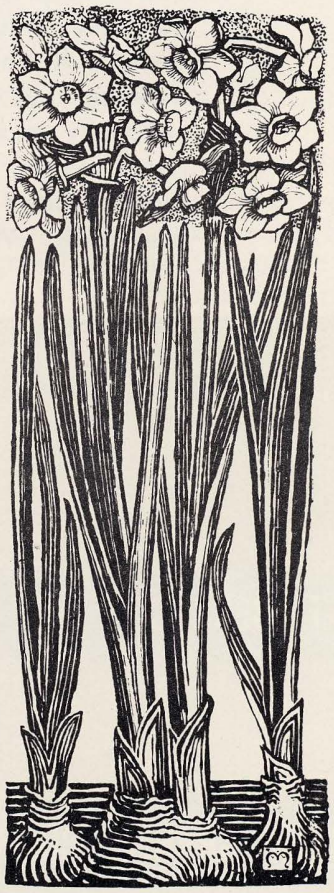
This drawing, found in the book "Plant Form and Design", solved the "case of the floriculturists". In both design and delineation, this cluster of jonquils is a prime example of perfectionism in composition, tone and values.

(Sketch "A") Drawn from memory, this sketch indicates the general form and proportions which the client outlined in our conversation after she had seen the cluster of jonquils illustrated on the opposite page. Perhaps the tablet is too slender. Perhaps the margin between the jonquil and the contour of the tablet is too narrow. I am not sure. All I know is that she taught me a lesson. I was fortunate in finding that book with the pictures of the stylized jonquils; I was also fortunate in hearing her words: "It's not the shape *of a monument that matters; what matters is what the monument* means!" *She rightfully wanted accent on the jonquil. Her "design" certainly places accent on the flower: the* sentiment *of the monument.*

(Sketch "B") The cluster of jonquils might have been featured on a simple monolith, like this, in which a curvilinear contour conforms to the subtle curvature of the jonquil leaves. Here the margin between carving and contour has been increased over that in Sketch "A".

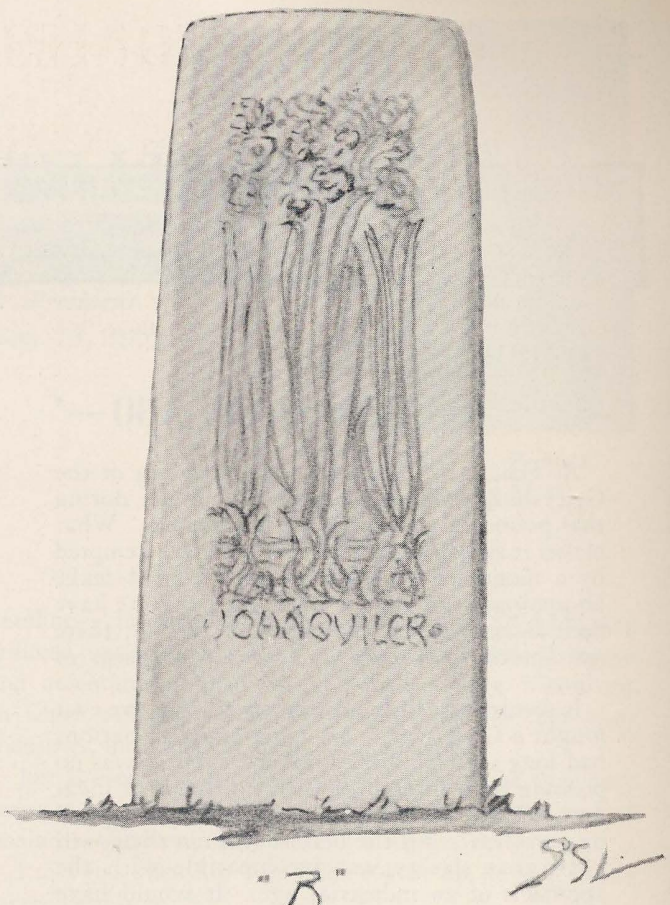
(Sketch "C") A vertical cluster of jonquils, or any tall-growing flower, can be introduced on a horizontal tablet if we are careful to surround the carving with a vertical "frame" or surface, as indicated on this sketch in which the jonquil panel of carving is suggested for a horizontal monolithic monument.

(Sketch "D") On a relatively small headstone, the jonquils might be positioned in a manner indicated on this sketch, which is reminiscent of the work done by designers in the studios of the late Louis Tiffany.



JOHNQVILER

"A"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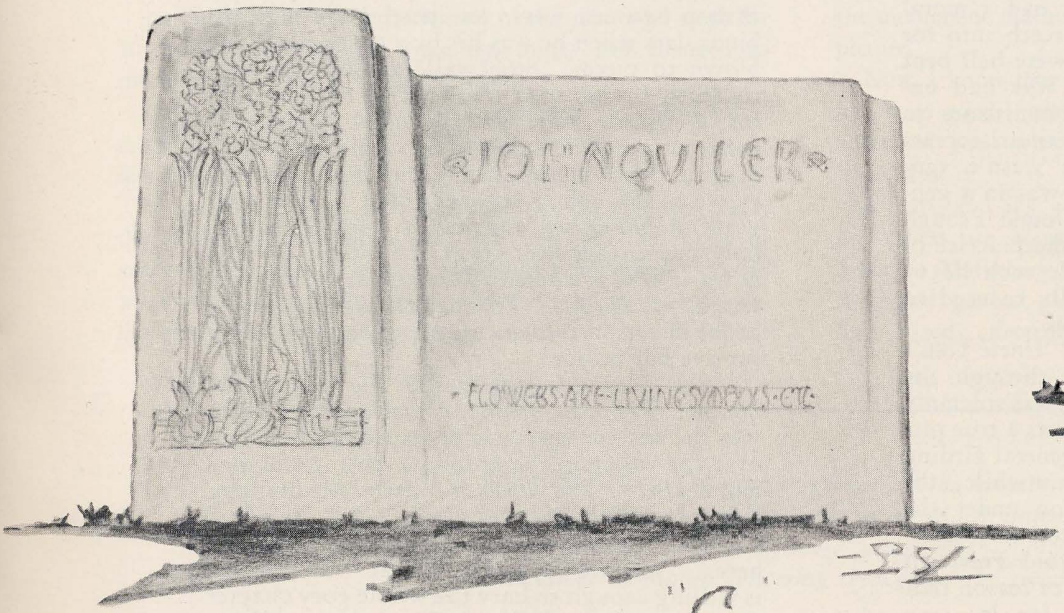
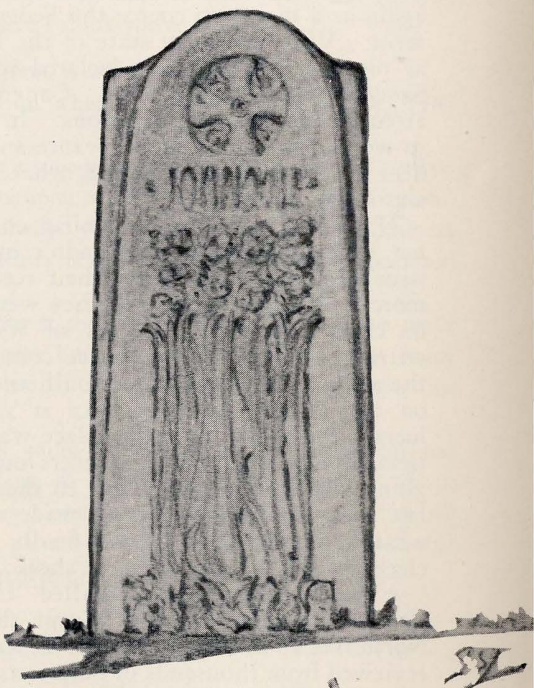

JOHNQVILER
FLOWERS ARE LIVING SYMBOLS ETC

"C"


JOHNQVILER

"D"

"FOURSCORE AND SEVEN YEARS AGO—"

As Feb. 12th is set aside for a reading of the Gettysburg Address, a review of events during that period may not be amiss in this issue. What makes it surprising is that it should be attempted by a monumental designer, but we need make no apologies for that. When all the facts have been assembled and the chronicles are in, there isn't much to history but a personal point of view.

It seems incredible, in retrospect, that we ever fought a Civil War. All other civilized nations had long since abolished slavery. There was no pressure from foreign powers, no threat of invasion. This was something we thought up all by ourselves. All the better minds in the South knew that slavery was incompatible with the approach of an industrial age. It would have passed out of its own volition in a generation or two.

What put the South in such an uproar was its interpretation of States' Rights. The right of any state (inherent in our Constitution) to manage its own internal affairs. The threat of secession, so magnified at the time, was surely nothing new. It had been used over and over again as a means to coerce the Federal Government. Virtually every state in the Union had, at one time or another, declared itself "Free, Sovereign and Independent". Congress paid no attention to these declarations. It simply set to work ironing out the grievance and then incident that caused the outburst, whatever it was, was soon forgotten.

The South anticipated similar conciliations, but up in the North they hadn't had a moral issue they could really get their teeth into for more than a generation and they were hell bent on crusading. The Secretary of War had unwittingly given all the choice commissions in the army to the progeny of southern aristocrats on the assumption that since it wasn't very lucrative anyway its proper place was in a gentleman's career. Northern officers found it tough going and often had to resort to the practice of law for a livelihood. Grant made such heavy weather of this that he was finally reduced to clerking in his father's saddle shop.

A banal propaganda novel called "Uncle Tom's Cabin" appearing in 1852 swept through the North like an infectious disease. It was solemnly reviewed from thousands of pulpits as a true picture of the South and there was a general girding of the loins by the clergy. Meanwhile, the South was clamoring for secession under the Constitution's liberal interpretation of States' Rights. "Be that as it may," said President Lincoln, "it is beyond the bounds of reason that any government would provide for its own destruction." Nevertheless, seven states seceded. They thought "they could make better terms out of the Union than in it". This was probably true, but they went too far. They wrote a Constitution of their own, chose a provisional President, printed a billion dollars in paper currency with no specie behind it, and recruited an army. They designed a very handsome uniform for the officers with the accoutrements befitting a gentleman soldier and soon they were entertaining visions of military conquests. The South knew a lot about cotton but next to nothing about steel.

It is precisely at this juncture that belligerents should be taken on a tour. If Hitler had visited our industries, say in 1938, and listened to our commentators, it is possible that World War II could have been averted. Instead, he might have turned his nation's peculiar genius for scientific contraptions into peacetime channels. There might today be space platforms in the stratosphere and rocket ships leaving Dusseldorf every Tuesday for the moon. But, alas, no such tours are ever conducted, nor is your true belligerent interested in reconciliations. I for one am convinced that there will always be wars. Despite protestations to the contrary, peace on earth is not the goal of mankind.

Perhaps General P. G. T. Beauregard was entertaining some such thought when he awoke on the morning of April 12, 1861, threw some shells into Ft. Sumter and the war was on. "This is suicide," shouted Robert Tooms, Jefferson Davis's Secretary of State, "it will lose us every friend in the North." That it did. Lincoln called for 75,000 volunteers. So did the South. He issued nine other calls and in the end both sides altogether had a total of well over 3,000,000 men under arms. Yet they hesitated to begin the terrible slaughter. We were amateurs in internecine warfare in the grand manner. There followed a series of almost incredible blunders, not on one side only but on both. There was no lack of courage, but there was a desperate need of planning. One marvels, reading the casualty list, that any general came out alive. Reynolds was killed. General Lyon, wounded twice and his horse shot out from under him, mounted another steed and received a fatal shot through the breast. General Polk, an Episcopal Bishop between wars, was peering through his binoculars when he was hit by a cannon ball and blown to pieces. Stonewall Jackson was shot to death by his own troops who mistook him for a Union horseman. General McPherson received a bullet through the brain, his horse jogging riderless back to the Union lines, and so it went through every campaign. After four years of bloodshed and half a hundred battles only one engagement, that of General Thomas at Nashville, is studied as a model in the military schools of Europe. Few nations of that period could have survived such carnage, and not only survive but prosper.

It was Gettysburg that dashed the hopes of the South. When the smoke of battle cleared there was the obscene spectacle of 10,000 dead, strewn over the valley in the grotesque postures of violent death. "The world will little note nor long remember what we say here," said Abraham Lincoln, "but it can never forget what they did here." Just the opposite is true. The world is willing enough to bury the whole gory chapter deep in the vast archives of human stupidities, but it will never forget what Lincoln said there.

CARL KASTRUP.

ADVERTISING AND PUBLIC RELATIONS

HENRY L. BARBER
Buffalo, N. Y.

Excerpts from a talk delivered by Henry L. Barber, President of Landsheft & Barber, Inc. at Cleveland, Ohio January 13, 1953.

I don't suppose that the day George Washington crossed the Delaware, he or any of the ragged souls who rowed him over realized that they were participating in an historic occasion—an occasion that would be portrayed in oil and pictured in history books for all time to come.

Great moments in history are seldom recognized as such at the time of their occurrence.

I think, whether you recognize it or not today, *this* is a great moment in the history of the monument industry. I doubt if anyone will ever make an oil painting of it, but I'll wager that if in years to come somebody should write a history of the monument industry, this meeting, right here today, would deserve and receive a chunky chapter.

I would guess that the chapter might be headed "The Turning Point"—because that's exactly what the proposed Monument Institute of America offers you.

A ringing answer to the evils and the problems that you face today.

A turning point—upwards—in your sales curve and your profit picture.

How?

By a great national marketing program jointly conceived by your leaders in both the retailing and producing fields, and to be jointly sponsored by all branches of the industry.

As kids you all heard the legend of the man who slept for 20 years—and when he woke up, things had changed so much he didn't know where he was at.

Let's face it. The monument industry has provided a modern rival for Rip Van Winkle so far as marketing methods are concerned.

It has slept through 20 high-speed, hard-boiled years. Years that have seen one world war and now see the threat of another. Years that have been marked by frightening increases in crime, in corruption, in the divorce rate, in juvenile delinquency, and all the social phenomena that fill and flavor our headlines—the persistent reading of which has no doubt contributed toward making all of us a bit more hardened, callous and unsentimental than our grandfathers were. Years, too, in which the government has elbowed its way into many industries, including the monument industry.

Just as eventually Rip Van Winkle woke up, the monument industry has awakened. This very meeting and the purpose behind it—and your attendance *at* it—prove that.

I told you when Rip Van Winkle woke up, he didn't know where he was at.

Does the monument industry know where it's at? More important, does it know where it's going to be at ten years from now. At the moment I can only speak for the present. I was asked to speak because advertising and marketing are my business. I was asked, as an outsider, to take a cold, hard look at your industry. And then to come here and tell you what I saw and where I think you're at.

Here, in my opinion, is where you are.

You are at a point where, if something isn't done, YOU may be done.

You can call me a sour-puss pessimist, if you wish, but you cannot call the facts upon which I base my statement "fiction."

Perhaps, individually, you don't realize the predicament the monument industry is in because all you see is your local picture.

Now, I know that at the moment some of you have never had it so good. I also know there are others of you—many others of you—who, to use a slang expression, have just plain "*had* it."

It hurt, and it's going to hurt more. The treatment you get, others are going to get. Your leaders know it. Your National Marketing Committee knows it—because they see the broad, general picture—the rapid spread of the evils that have already affected some and are going to affect all.

EDITOR'S NOTE: *The major portion of the balance of Mr. Barber's talk has been incorporated in the M.I.A. promotional speech, printed elsewhere in these pages, which A.M.A. representatives have been delivering throughout the country.*

JOIN AND SUPPORT THE M. I. A.

(A speech which American Monument Association representatives have been presenting to the State and Regional meetings in behalf of the M.I.A.)

Over the years the really progressive monument dealers and producers have realized the increasing needs for adapting modern marketing methods to this industry if it is to survive. The first effort to launch such a program was the Memorial Extension Commission. The latest, up to this year, was the American Historic Monument Association.

Both efforts proved one point. No program could be successful unless it had the united support of all branches of the industry.

During 1952, a Joint National Marketing Committee went into action to plan the path by which such an all-industry program could be launched. They proposed that a third association be formed under the banner of the Monument Institute of America to raise the funds and supervise the program.

On January 13th, 1953, at the greatest National Convention ever held by the industry, this Institute was voted into existence by a cheering throng of dealers and wholesalers.

Why? Because they saw in its aims, purposes and program a ringing answer to the evils and problems the industry faces today.

Less than a week later, that program was outlined to the New England Convention in Boston.

So enthusiastic was the reception that the group there handed M.I.A. officers a check for $1,000—not in payment of Institute dues, mind you, but to help defray the costs of carrying the story they heard to other State Conventions like yours here today.

Here is that story.

It's a story of the problems and threats that face your industry today.

It's a story of how you can solve those problems and answer those threats by membership in the Monument Institute of America.

It's a story of how much it will cost you to do it and what you get for what you pay.

Now—let's look at the triple threat you face today.

Threat one! There are 675 non-monument cemeteries in the country whose names we know—and there are many others, for we also know they are increasing at the rate of at least twenty a year. Cemeteries that FORBID the product that produces your bread and butter.

675 known competitors employing 4,000 doorbell ringing salesmen out on the job every day.

4,000 salesmen making 3,000,000 calls a year, producing 68,000 sales a year—every sale selling you down the river.

You're at a point where your competitors, using high-pressure marketing methods, have sold two hundred million dollars worth of cemetery property.

Property that says STAY OUT to you.

Property that rings NO SALE on your cash register.

This is profitable property to sell. The greatest reason in the world why there will be more and more non-monument cemeteries.

And, in self defense, there will be more and more and more monument cemeteries forced to open non-monument sections.

You think it can't happen to you?

That's what the dealers of Fargo, North Dakota told one of your leaders last year—but, ironically enough—at the very moment they were uttering those words, Doc Williams was planning to enter that market. He did—and, according to what we hear, in January—percentage-wise, his non-monument cemetery lot sales in Fargo broke every record he ever made in any city he ever went into!

Don't sit back and say, "It can't happen to me." Don't say, "That's big city stuff. I'm safe because I'm in a small community."

Oh, no. Your turn may be next, for the non-monument cemetery idea is on the march.

It won't stop unless something is done to stop it. Nothing will be done to stop it unless YOU DO IT.

The proposed Monument Institute of America offers a way to do it.

Threat two! You're at a point where over half a million interments have been made in national cemeteries—over 75,000 in Arlington alone. During 1951, 16,000 deceased veterans were interred in government cemeteries—and this figure does NOT include 2,000 Korean casualties. This 16,000 figure covers veterans of past wars who at the time of their burial were civilians.

Do you know that as of today there are 21,000,000 veterans eligible for free burial lots in government cemeteries?

Do you realize that their families are also eligible for burial in free cemetery lots in government cemeteries?

Has it occurred to you that by 1960—only seven years from now—there will be 55 million men, women and children—veterans and their families—entitled to interment in government cemeteries?

A fantastic fact that is another terrific threat to your industry.

Another reason for an active, aggressive program to promote memorialization by monuments because—remember this—in all newly built government cemeteries, monuments are forbidden. And in all newly built sections of old government cemeteries, the same restriction applies.

We must re-educate the public to burying their soldier dead in their own community cemeteries and to honor them with distinctive monuments and not be endless rows of monotonous markers.

I have shown where you are from a standpoint of private and government non-monument cemeteries. I'll show you where you are from another standpoint.

Threat three! Cremation is increasing at a rapid rate—in a great many cases, not followed by proper memorialization of the cremains.

[*Continued on Page 67*

Report of the
JOINT MARKETING COMMITTEE

(The following report was delivered on January 13th, prior to the vote which created the Monument Institute of America, by Mr. F. J. Plimpton, Chairman of The National Marketing Committee at that time. Mr. Plimpton, assistant general sales manager of The Vermont Marble Co., New York City office, is also the newly elected president of the American Monument Association.)

F. J. PLIMPTON
New York, N. Y.

We, as members of the monument industry, are assembled here for the purpose of planning for a better future for our industry, and those we serve. Your presence here is an indication of your desire to participate—to work together—to contribute of your time and funds. Your presence here is an indication of your desire to undertake, in a spirit of cooperation, a program which recognizes each other's problems, a program which, by united industry effort, will solve these problems. You desire a continued and sustained program to the end that the time-hallowed tradition of memorialization will again be the proud heritage of all the people—the public. Such is the NATIONAL MARKETING PROGRAM, and the creation of THE MONUMENT INSTITUTE OF AMERICA as the association to promote this program.

For several years, many of those in our industry have been convinced the monument business could be developed into a better, larger and more profitable industry. The culmination of this concern came about when President Holton of The Monument Builders of America and President Heyward of the American Monument Association arranged for a meeting of leaders from the wholesale and retail divisions of the industry. This special committee met in Cincinnati, Ohio, April 5, 1952. It included Messrs. Hoyt Holton, L. C. Henley, A. L. Green and L. W. Stolz for the retail division, and Messrs. Athol R. Bell, B. F. Goggins, Sr. and A. T. Howe for the wholesale division.

You are familiar with their recommendations. Because of their importance they are being repeated in brief:

(1) Recognition of the condition of the industry and the absolute necessity of adopting remedial measures if the industry is to expand - -

(2) Participation and contribution on an equitable basis by every element in the industry to the cost of a national marketing program - -

(3) The formation of a third organization for promotional purposes - -

(4) It was also urged that immediate steps be taken to obtain official sanction of the respective Associations in order that no time shall be lost in fully implementing the program.

This same special committee also recommended a Joint Marketing Committee be appointed, consisting of four members from the retail division and four members from the wholesale division and the executive vice president from each division to plan an association and establish the basis for a National Marketing Program. This committee was created.

This Joint Marketing Committee has held many meetings, and there has been a liberal interchange of correspondence. The purposes and by-laws have, after many revisions, been written for your approval. These will be given you in detail later in this program.

Much emphasis has been placed upon the operations of the Institute, once established. Your committee feels that an economic and practical approach to the planning is essential.

At the beginning of any new association or new program, there is need of a short period of organization and planning. This interim, therefore, would not be effective even though we were able to employ an experienced executive and staff. It would be a time which would allow for the installation of a system of assessing and collecting dues, and even though we could start today to assess these dues, it would be impossible to collect them under this plan before a period of one month and twenty days had elapsed. In other words, if it were physically possible to have the office functioning by February 1st, it would be March 20th before dues would be payable for the month of February. Therefore, your committee proposes that the Monument Institute of America be created at this meeting, and that every effort be made to have it become operative as of April 1, 1953.

Your committee, after much deliberation, has prepared for the new Board of Directors of the Institute suggestions for a plan of procedure. This plan includes, among others, the recommendation that the new Board of Directors will immediately appoint an executive vice president, and select the city and space to house the Institute headquarters. It also recommends that the executive vice president be employed before the office is established.

The committee further suggests that the field men to support the merchandising part of the National Program be employed at the earliest possible date. The reason for the early employment of these men is that of membership. The Institute needs a large and well dispersed membership, and it will require field representatives to meet with groups or individuals to assure a large membership.

The Joint Committee has attempted to recommend a basis plan and to establish a foundation upon which to build. The fundamental needs of this industry are best known by its members. With these needs recognized as a basis, we can accomplish this plan by courage and foresight and the use of the finest talent we can employ.

To evaluate this plan, let us review briefly the need to re-

[*Continued on next page*

MARKETING REPORT . . .

Continued from Page 41]

build and shape our industry for a better future. There has been a lack of the sense of duty or responsibility of the public in commemoration; there has been the marked increase of the non-monument cemetery; the growth of Government cemetery program combined with the recent elimination therein of individual memorialization; and there is the greater acceptance of cremation without the proper perpetuation of memory.

On the side of the industry, there has been the tendency to disregard quality rather than appropriate commemorative designs. True, the last few years have seen a great improvement in design in many areas, yet our cemeteries bear testimony, particularly in the smaller lot sections, to the monotony created by lack of individual expression. It is not inspiring. It should be corrected.

Merchandising of monuments at the local outlet has, in the vast majority of cases, not kept pace with the standards accepted or required by an enlightened and critical public.

Let us now consider the plan.

1. Fundamental to any program of marketing, advertising, publicity or any form of promotion, is the product which the outlet or dealer is to sell.

Standards of material and workmanship should be established at an early date. The manufacturing division should be encouraged to release only such designs, either stock designs or special designs, as will be a credit to our industry, an inspiration to all people, and which will beautify the cemeteries where they are to stand.

A committee should be established and composed of both divisions of our industry, with a predominance from the manufacturing division. It should be a continuing or standing committee. This committee should also recommend to the Board of the Institute, for the eventual approval of its members, the qualifications of a reputable dealer.

If the proper standards are established and maintained, the Institute will gain the respect and confidence of the purchaser or public and the cooperation of the industry. Such standards will encourage uniform craftsmanship by all, and result in a harmonious relationship between members.

2. Simultaneously with other parts of our National Marketing Program, early planning and effective measures should be taken to improve the merchandising outlets. Assistance to the dealer should be studied and continuing plans formulated. This plan would include printed information and direct aid by field representatives. All such help should be constructive and encouraging to the end the dealer becomes the effective, competent merchant so important to our program.

The most important relationship in our industry, which our whole industry must seek to promote, is that final relationship between the dealer and the purchaser—the public.

Any plan of advertising or publicity will fail unless our sales outlet is comparable to the standards of modern and accepted merchandising. It is recommended those selected to guide this activity be progressive wholesale and retail representatives with the majority of this committee or group being from the retail division.

3. Security of the traditional cemetery in which monuments are erected is of first importance to the industry. A comprehensive program is required to assure a continuing and encouraging atmosphere where more monument lots may be sold and fewer lots prohibiting monuments. Cooperation between the traditional cemetery and the Institute is to be fostered and aid given to the end the public shall be made conscious of the privilege of proper commemoration, or the loss of it.

In brief, it is recommended the Institute Directors study that which has been and is being done. With this as a basis a plan can be quickly determined, including an adequate field force to implement such a plan.

It is also recommended the Institute promote aggressively a change in attitude of those not permitting monuments on family lots to one of acceptance of the right of memorialization. These cemeteries now prohibiting memorials could give the public the choice of selecting a lot in a monument or a non-monument section. Acceptance of this principle is definitely possible.

4. Educating the public to accept its obligation to traditional memorialization through advertising and publicity is a requisite to increase the sale of monuments. The Monument Institute of America and a National Marketing Program were inspired by the realization that public participation and cooperation would return the monument industry to the position it formerly enjoyed. With the great increase in population and this acceptance by the public, the future promises to be far brighter than ever before.

There is much planning and research required before a long-term program can be started. Qualified advertising, publicity, and public relation advice to the Board are needed from the earliest planning stages. No such plan can be put into operation until funds are available and until there is definite assurance the membership will sustain such a program once started. However, planning for such activities can and should start immediately. A special committee should be established for this purpose, with authority and funds to employ such advice as it may need. After the final plan has been presented and approved by the Board, the committee can be released at the discretion of the Board of Directors.

5. A sustained activity of education and research for all members, supplying information and data for improvement in the service the industry is to render, should start as soon as funds and organization permit—such a plan to include the following:

A. Development of a spirit of cooperation and helpfulness by all members, assuring a strong association.

B. Creation and dissemination of useful authentic current and historic data that all may be informed and become well educated and confident merchants and producers.

C. This department would be of great help in the functioning of the Institute. The membership would help obtain a library of photographs and records of experience, the best of which would be redistributed to the general benefit of all.

D. Similar activities should be established such as the securing of testimonials, news breaks for our advertising agents, publicity angles, technical information, sales data, personnel data, etc.

E. Research into all phases of memorialization must be one of constant effort if we are to assimilate and make effective new firms created, new members and new personnel.

F. On this department rests the responsibility of creating factual information and sympathetic advice to help the public we serve in traditional memorialization.

6. A successful association, created to serve the public by joint nationwide cooperation must also serve its membership.

The following are urged as aids to our members:

A. A national emblem such as the one here exhibited or one to be created by a competition among our membership, this emblem to be made known to all within the nation. The integrity of all Institute members who display this banner shall likewise be made known to the public. The Institute and its members should look well to the protection of this integrity.

B. Plans should be made to organize a National Monument Week as a national week of commemoration. Such a national week around Memorial Day is an attainable possibility—yes, a definite certainty. The potential of such a national week is limitless; prominent national programs and speakers would find a receptive public, yes, a public yearning for an opportunity to participate in honoring departed loved ones. At the proper time, organizing a National Week of Commemoration is a requisite.

7. Last of the main recommendations to the new Institute, but of major importance, is the Joint Declaration of Principles and Objectives with Recommended Specifications for Memorial Work. This should be our bible in which our strength and inspiration shall find its roots. Let us review in all seriousness this source of inspiration.

The Joint Declaration of Principles best points the way to better memorialization in all its phases. These principles are based on the timeless tradition of memorialization. They state, "Therefore, both now and for generations to come, the public interest shall be the basic principle governing all of our relations with each other and with those whom we are called upon to serve." Following this, they continue ". . . the public interest requires each of us to strive for perfection in his own field of service; further, that we not encroach upon, but rather cooperate with, each other in our respective fields, to the end that future generations as well as those whom we serve today may benefit from our combined efforts toward achieving the Memorial Ideal."

> A Monument built of enduring granite or marble, symbolic in design and reverent in purpose, resting in surroundings of peace and beauty, a tribute of respect and honor to the dead, a constant source of inspiration to the living.

Further, it points out that we must go over and beyond the more monetary desires of individuals who seek to build a monument; we must guide them in good taste so that their memorials may become a constant source of inspiration to all people. Still further, it points out that we are remiss in our duty if we encourage poor taste in memorials by displaying or offering anything without genuine merit, and having no attraction other than novelty or great bulk.

These principles further urge the industry, because of the permanence of monuments, that it diligently study all forms of memorial art in order that we may apply this enlightened regard so that the producer will create, the dealer display, and the cemetery permit, the erection of only such work as will meet the highest standards for those arts and be appropriate to its sacred purpose and beautify the place where it is to stand for all time.

NATIONAL MARKETING JOINT COMMITTEE

FRANK COGGINS, JR.	H. S. HOLTON
H. A. OLSON	L. C. HENLEY
ROBERT S. GILLETTE	L. W. STOLZ
F. J. PLIMPTON, *Chairman*	H. H. FREDERICKSON

M.B.A. EXECUTIVE VICE PRESIDENT REPORTS . . .
By ARCH L. GREEN

I feel very humble in presenting my report for the interim between the last convention of this association, which was held at the Congress Hotel in Chicago, August 19 to the 23rd in 1951, and the present date. I find myself confronted with the peculiar situation of reporting on 14 months activities by Mr. Alex Park, my predecessor, who is now editing the Monument Builder News, and reporting only three months of activities by myself. Needless to say, a great amount of time has been consumed during this 1½ years by the assistants of our office and staff to the development of the marketing program.

Many meetings and conferences were attended by Mr. Park and much study was given to the program which necessitated the writing and mailing of countless letters to the industry. At a meeting of the officers and directors at the Congress Hotel on January 5, 1952, Mr. Park tendered his resignation as Executive Vice President, effective October 12, 1952, with the agreement that he would remain as consultant and advisor in addition to editing the MB News until July 12, 1953.

The information that I had contracted to dispose of my retail monument business in Sioux Falls reached the Executive Committee, resulting in their offering me the position to be vacated by Mr. Park.

I came into the office October 1 to acquaint myself with the work and assumed my official capacity on October 12. Due to the postponement of the national convention from last August until the present time, and the state conventions starting shortly thereafter, I can assure you that life has not been dull.

ARCHIE L. GREEN
Exec. V. P., M.B.A.

Mrs. Green accompanied me to the state and district conventions at Little Rock, Arkansas; Lake Murry, Oklahoma; and Atlanta, Georgia. The receptions accorded us at those conventions greatly encouraged us and never have we been treated with such hospitality.

The interest in the topics discussed was evidenced by the participation of the members present and those state meetings presented interesting and educational programs, and I urge all of you to attend your meetings.

My many years in the retail field and in association work had acquainted me with many of the activities of this association. In accepting the position of your Executive Vice Presi-

[*Continued on Page 74*

Congressman
FRAZIER REAMS
Toledo, Ohio

A CONVENTION ADDRESS

Mr. Reams is a Trustee of Bowling Green State University; President of The Community Broadcasting Company, operating Radio Station WTOL in Toledo, since its founding. He has been senior member of the law firm of Reams, Bretherton and Neipp since 1937 with offices in Toledo, Ohio, and was elected as an Independent to the 82nd Congress, November 1950, and re-elected to the 83rd Congress, November, 1952.

(Excerpts from the Convention Address of Frazier Reams, Independent Congressman from Ohio)

The paramount task to which the 83rd Congress must assign itself is to find the answer to the question, "How can we stop the world-wide sweep of Communism and not cause this country to go broke in the process?"

This week a budget was sent to the 83rd Congress by the President. It suggested to Congress an expenditure of 78.6 billion dollars for the year beginning July 1 of this year but known as the fiscal year of 1954. His estimate for income was 68.7 billion. If this budget were carried into legislation by the Congress there would be a deficit of 9.9 billion. This would raise the national debt to 274 billion dollars. This budget calls for 59c out of every dollar for the military services—8c for servicing the public debt—6c for veteran services and benefits and 10c for international expenditures. This leaves 17c to run all the normal functions of the government other than military. This 83c out of every dollar proposed in this budget may fairly be tagged "for preparation against future wars or to pay for the results of past war." The remaining 13½ billion dollars is all that is left for normal operation of government other than military.

I confidently expect that severe cuts will be made in this budget as presented. Even in the brief study I have made this week I can see where substantial cuts can be made.

This proposed budget points out clearly that the great problem of this country is, and will be for a long time, to stop the world-wide sweep of communism without causing this country to go broke in the process.

One item of the proposed budget is the 8% or 4.6 billion dollars for veteran services. Somewhere in this item is included funds for the purchase by the armed services of 50,000 to 75,000 monuments for the graves of men deceased in service or deceased veterans. We will probably all agree that it is entirely proper and appropriate for the government of the United States to pay for the marking of the graves of the men who have served in time of war. We do not agree with the present method by which these monuments are purchased. It is basic in my belief that the government should not furnish material or services where private enterprise can do the job. While the government does not process the stones which go into these monuments, they *are* ordered wholesale and furnished in the style and markings decided by someone in the army and not fitted to the individual needs and choice of the families of the deceased veterans. It is well known that large numbers of these stones furnished to the veterans families each year are rejected by them. Others are used even though they do not comply with the style of monuments on the family burial lot or with the desires and tastes of the family.

This practice on the part of the government is one that has been objected to by many of my constituents. The Small Business Men's Association has expressed definitely its dislike of the government encroaching further on business by this type of competition with free enterprise. The families of veterans have objected and appealed to me for help in ending this procedure because they are given a product which is not what they want. The practice is comparable to a situation which would arise if the government furnished shoes to voters but issued them in only three sizes.

Therefore, during the 82nd Congress, I introduced a bill which would authorize the Secretary of Defense to make a monetary allowance in lieu of headstones or markers for veterans' graves. This bill was introduced late in the session and I was not able to get a hearing on it in the Veterans Committee. I have re-introduced this bill in the 83rd Congress and I shall push vigorously for an early hearing on it. This bill provides for an allowance not exceeding $25.00 in lieu of a headstone or marker for the grave of any deceased person for whom the Secretary of Defense has been authorized to furnish a marker or headstone. The bill further provides that the next of kin shall make proper proof that a marker or headstone has been chosen which will conform with the monumental work on the family plot or those in the vicinity thereof.

The veterans organizations have from time to time expressed a desire for such legislation. This 83rd Congress is re-examining unwarranted encroachments by government business. This is a good time to press for the passage of this law. There is a good opportunity and possibility for the passage of this bill if the veterans and other citizens interested in this particular phase of government encroachment will become articulate about it. They must let their Representatives in Congress know that they want this legislation passed, if it is to become the law.

Now, may I return to the larger phase of the problem which I have suggested as our country's great responsibility. This is successfully combatting aggression without going broke in the process.

Thoughtful people realize that in this war in which we

[*Continued on Page 76*

Report of The President of Monument Builders of America

By Hoyt S. Holton

This is the report by Hoyt S. Holton, as president of M.B.A., on the activities and accomplishments of M.B.A. during the past year, delivered at the Cleveland Convention, January 14, 1953.

HOYT S. HOLTON
Toledo, Ohio

The first thing on the program this morning is the report of the president, and I will give you a report of my stewardship for the 18 months in which I have been president.

Election to the office of president of the Monument Builders of America is an honor not lightly to be regarded. It carries with it the confidence of your fellow members. This confidence, in turn, carries with it some responsibilities.

Upon election, your officers and directors being mindful of the provision in our by-laws (Article II, Section 1) decided that their chief responsibility was the promotion of the industry as a whole, rather than a piecemeal promotion, section by section. As in a sick room, local applications may prove comforting, but they do not root out and cure the fundamental cause of the disease.

Research, done previously, had indicated a definite need for a type of marketing effort that our industry had failed to undertake. Our job, then, was to unlock the roads leading to such an effort.

Early in this administration we had obtained the support of a large number of you retailers for a marketing program under the name of the American Historical Monument Society, Inc. That support was enlisted because your officers and directors spent many hours, developing a program, preparing a campaign and traveling many thousands of miles to meet personally and talk with many of you, so that you would obtain first hand knowledge of what was required and what was offered as a solution. It was solely a retailers effort. Your response and support in pledges of real money proved to our producer friends that we meant business, that we were convinced of the definite need of a marketing program and that we were willing to back our beliefs with our dollars.

Fundamentally, our problem is not one for retailers or producers—it is strictly an industrywide problem, which will ultimately affect each and every individual in it. Logically, therefore, it should be financed by each according to his ability to pay.

Upon this basis, the American Monument Association, representing the majority of the major producers, and our own group representing the retailers, undertook exploratory talks which have resulted in the Monument Institute of America program which is presented in detail at this convention.

. . . Our tremendous scientific binge has resulted in some headaches. Our religious, moral and sociological development seems not to have kept pace with our scientific education.

. . . Is there any less sentiment or religion in the world today because of our scientific development. I think not. In fact, I think there is more as a result of war and strife. However, love and religion are "old stuff." They don't have the news value that the more spectacular sciences have. Religion and sentiment are old fashioned, but so are most of the things in life we value. We have done nothing to stimulate these beliefs. We need to awaken people to the real values, to the memorial ideal.

This seems to be a good time to plow and fertilize for future crops. You can't do it alone.

I strongly urge that each of you support your national association. With your membership, the M.B.A. can do effective work for you. It collects and makes available vital information for you and your local associations to use. It provides a freight audit bureau through which many members are collecting their annual dues. It keeps its finger on the pulse of industries in which we are interested. It can help in legislative matters. It tells you where to locate unusual or scarce materials and will arrange for the erection of your work at a distance through a member near by. It can do so much for you if you will only use it.

Our term has noted the retirement of Alex Park who served this association for nearly 14 years and the accession of his successor, Archie Green, as Executive Vice President. Archie is one of us. His experience as a successful retail dealer will be invaluable to this association in the years to come and his kindly and sincere manner will endear him to you all as you get to know him.

It seems a logical time to make a recommendation or two. We would suggest the endowment of a chair in some midwestern university where a two-year course in design and selling directly aimed at our industry might be economically pursued. Such a course should provide college credits and grant a certificate upon successful completion. We make this recommendation with knowledge and full appreciation of the good work done by the Barre Design School. A position could be guaranteed each graduate, for there is wide need of qualified young people. Also, it would tend to elevate the standard of design and salesmanship which should be a constant policy.

In my experience extending over some 33 years great changes have taken place within the industry itself. A lack of experienced shop labor has caused the development of machines to do much of the work. The use of machines offsets to some extent the increased labor costs and in some cases enables us to sell at lower prices than might reasonably be expected. In order to use machines efficiently we have developed machine designs, and I believe not always for the better. We must be extremely careful that we, ourselves,

[*Continued on next page*

M.B.A. PRESIDENT'S REPORT . . .

Continued from Page 45]

determine the course of future design and not the machines. It takes knowledge to develop beautiful and lasting designs, something that machines don't have.

. . . We believe that the support of the Monument Builders of America should be thrown behind any constructive effort in this direction and immediate steps taken to plan a future supply of qualified cutters.

Economic factors required changes in the operation of the cemeteries. They have had some serious problems to face and, on the whole, we think, we have done a remarkable job. Unfortunately, some have not yet learned that permanent solvency cannot be gained at the expense of an allied industry. Monuments make cemeteries, as the traditional cemetery knows and the so-called modern cemetery is rapidly learning.

With 19,800,000 armed service veterans eligible, upon decease, for a government marker, it is not hard to picture the threat to our industry and to understand our desire to get the government out of the monument business. An effort toward this end is the new bill being introduced by the Honorable Frazier Reams of the 13th District of Ohio . . . This requires the support of every man, woman and child in this industry and all our friends. When the national office gives you the necessary information about the bill, write, phone, or telegraph your Representatives and Senators; not once; do it repeatedly and follow up to find out how they stand and how they vote.

We have travelled many thousand miles, and spent many hours in meeting. We have written several thousand letters and quite a number of talks. We have done a lot of blind flying through stormy weather and have been grounded in places we had not intended to stop. We have lost a lot of sleep and made some mistakes, but we hope you feel we have accomplished something. Contrary to the expressed opinions of one or two, we believe that the program of M.B.A. in the future will be aided by the new marketing program. M.B.A. is concerned with the problems of its members and with local and state as well as national problems of legislation and education. M.I.A. on the other hand, will have as its primary duty the promotion of the industry as a whole through technological improvements, higher standards of design, materials and finishes, the increased sale of its products by the use of national and local level advertising, field services, and all legitimate means at its command, that its income will permit. There should be no confliction.

In conclusion, we ask that you put your faith in the men you elect to office, support them. A little financial support from a great many will burden no one, but will accomplish a great deal. It takes sustained effort. If our report seems to stress the marketing program above all else, it is because we feel that the uniting of all branches of this industry behind one outstanding far-reaching effort is the most important contribution we can make to the welfare of the industry. We let the old clock run down. Now we are winding it up tightly to run for a long time.

SYNOPSIS OF THE M.I.A. BY-LAWS

(These are the points that were particularly mentioned by Mr. F. J. Plimpton prior to the voting on January 13, 1953. The complete By-Laws may be had by writing either the M.B.A. or A.M.A. offices.)

Article I. Membership

(a) *The Membership* shall consist of persons and firms of quarriers, quarry manufacturers, wholesale manufacturers, retail manufacturers, wholesale jobbers, retail dealers, industry commercial designers, wholesale supply houses, manufacturers of monumental machinery, monument and mausoleum setting contractors, printers and photographers or others actively engaged in quarrying, manufacturing, finishing, retail marketing and erecting monuments of granite, marble and suitable natural stone or rendering other services in accordance with the established standards of the industry, who have applied for membership by signing the "Application for Membership" form and have been approved for membership by the Board of Directors. Membership shall not be transferable . . .

. . . (f) A *quorum* at any meeting of the members shall consist of 20% of the members of record, represented in person. A majority of such quorum shall decide any questions that may come before the meeting.

(g) *The voting power* of all members of the Institute shall be equal except the election of Directors shall be as provided in Article II . . .

Article II. Directors

. . . (b) *For the purpose* of representing the two divisions of the monument industry, the directors shall be nominated and elected by their respective divisions and proportioned as follows:

Five (5) for quarriers, quarrier-manufacturers, wholesale manufacturers or as may be chosen by the wholesale division of the industry.

Five (5) for the retail monument dealers or as may be chosen by the retail division of the industry.

Voting for the election of directors shall be done in member meetings but only the members from the respective divisions may vote for their respective directors . . .

. . . (f) A *quorum* at any meeting shall consist of six-tenths of the members of the Board, three-tenths from each division. A majority of such quorum shall decide any questions that may come before the meeting . . .

Article III. Executive Vice President

(a) *An Executive Vice President* shall be appointed by the Board of Directors, who shall be the executive officer of the Institute and who shall have charge of the Institute Office, with power to select an office staff and conduct all of the business of the Institute, subject to the direction of the Board. He shall be paid a salary to be determined by the Board and shall hold office at their pleasure. He shall give bond (paid by the Institute). There shall be established an appropriate office as determined by the Board of Directors . . .

Article VI. Finances

(a) *The dues* of all members shall be payable monthly, to the Institute in the form of assessment on all gross sales as invoiced or delivered to the trade or to the consumer on monumental marble, granite or other natural stone, including supplies, machinery, printing, photographs or other allied services. Dues are to be assessed on all monuments and/or service sales regardless of form, blocks, rough stock, semi-finished or completely finished and lettered, and regardless of the assessment having been paid on the same material or service in some other form or process of manufacturing.

(b) *The assessment* shall be at the rate of ½ of 1% of the value of the sale as enumerated above, or at such rate as may be determined by the membership from time to time upon recommendation of the Board of Directors. All members to pay the assessment not later than the 20th of the month following such invoicing or delivery. The minimum dues per member shall be not less than $5.00 per month or $60.00 per year for members of the retail division and others, except the quarrier, quarrier manufacturer, wholesale manufacturer division minimum shall be $10.00 per month or $120.00 per year per member.

The Monument Institute of America when created by the monument industry assembled in January, 1953, shall become operative when the Board of Directors decide the Institute is in a position to undertake the national marketing program but not until a minimum of $100,000 is assured. Of this sum $50,000 is to be raised by each division, retail and wholesale, in the form of cash as prepaid dues or pledges. Thus will be given time for organization, planning and membership solicitation.

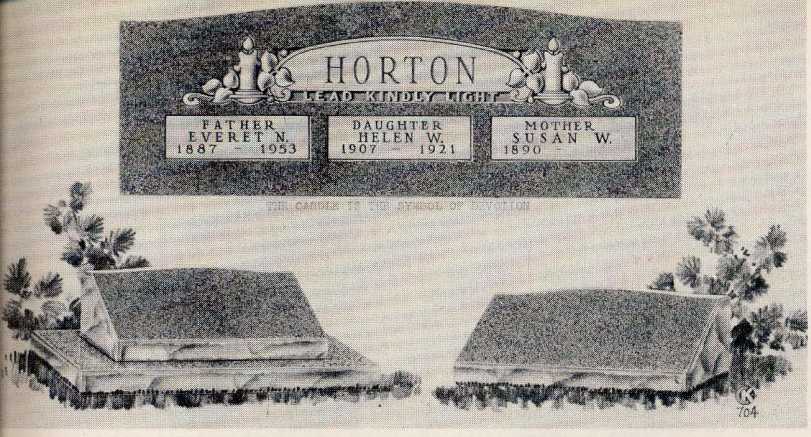
The date the assessment of dues is to start and the Institute declared operative shall be the same. It is recommended this date be April 1, 1953.

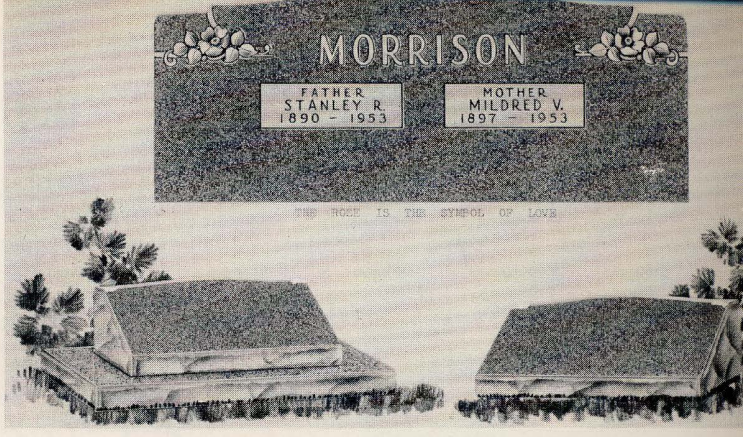
(c) *The moneys* of the Institute shall be deposited in the name of the Institute in such banks or trust companies as the Board shall designate and shall be drawn out only by check signed and countersigned as directed by the Board of Directors . . .

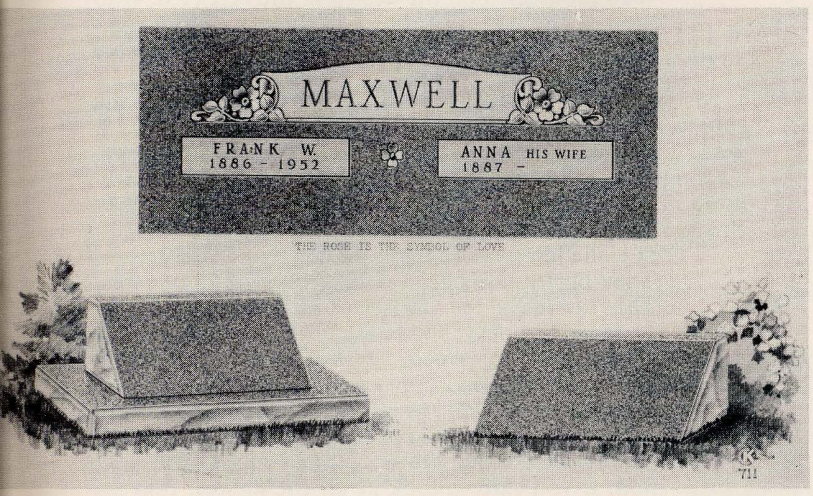
Article VIII. Amendments

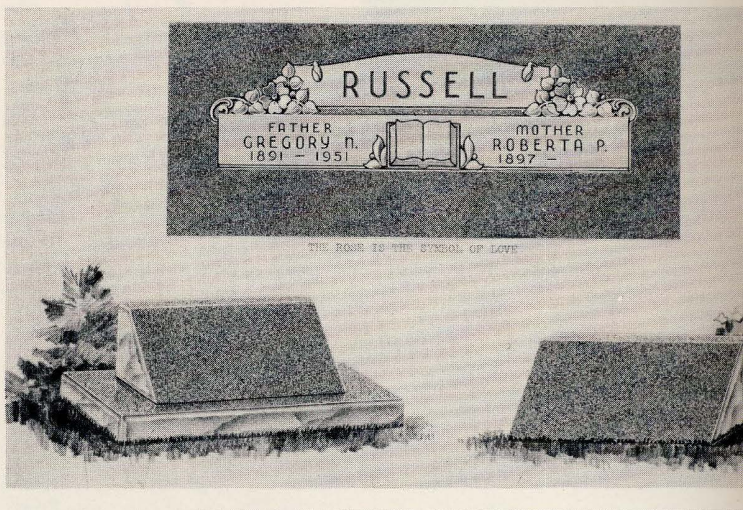
(a) *These By-Laws* may be amended, revised or altered, in whole or in part, by a two-thirds vote of the members present, at any special or regular meeting of the Institute, providing that at least 20 days written notice has been given the members of the intention to act upon the proposed amendments, the text of which shall accompany the notice.

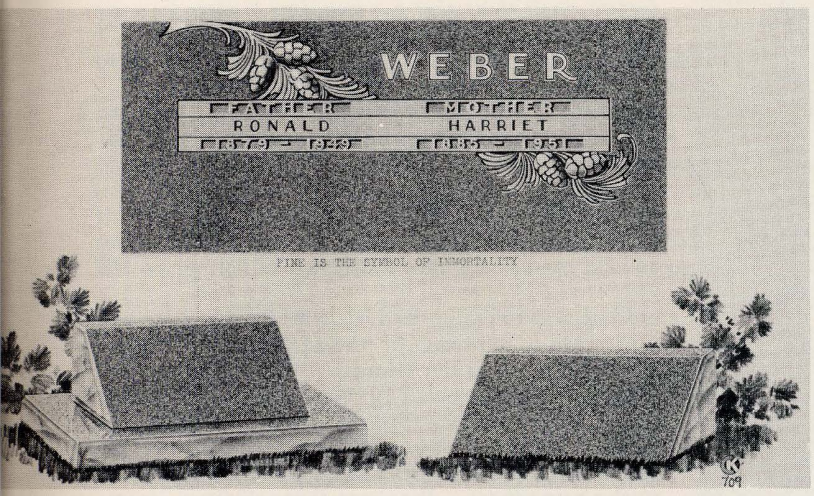
(b) *The Board of Directors* shall not alter or repeal any By-Laws adopted by the members of the Institute, but may adopt additional By-Laws in harmony therewith.

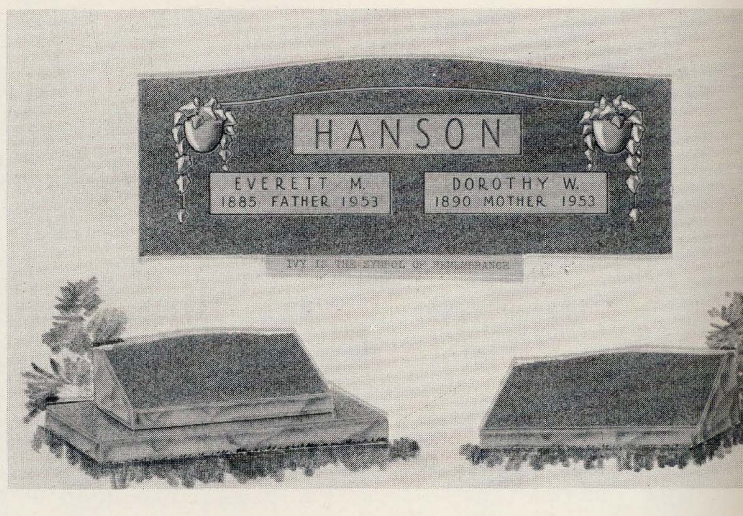










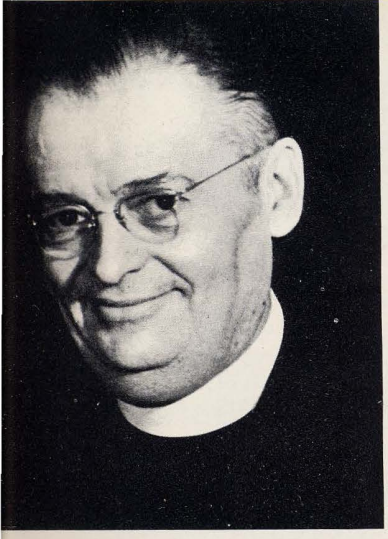


This is No. 82 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Ill.

DOUBLE MARKERS

To continue our new series of 14 double markers. Under each design appears an illustration showing the marker with and without a base.

CARL KASTRUP.



"GOD'S ACRE WITHOUT GOD?"

The death of Father Casey, on October 15th, 1951, was a grievous loss to his Church, to the memorialists of the nation, and to cemetery administration in America. His memorial and a published tribute by the National Conference of Catholic Cemeteries prompts this commentary.

July 1949

God grant us
ever to mind
that ours is
a sacred work.

Father Casey

A reproduction of Father Casey's oft-repeated reminder to his staff.

THE late Father Casey was Archdiocesan Director of Catholic Cemeteries in Chicago, the largest archdiocese in the world. He was long a brilliant, foresighted and beloved member of the American Cemetery Association. He was a co-founder and first president of the National Catholic Cemetery Conference.

An ardent exponent of the memorial idea and ideal, his memorable address "God's Acre Without God?" is one of the most inspiring documents in the annals of cemetery administration in America. A similar address, delivered at the joint meeting of the American Monument Association and the Monument Builders of America, at Chicago in 1948, was a masterful exposition of commemoration as a spiritual factor in civilization. Entitled "Is Memorialization Doomed?" the address is a classical exposition of the spiritual mission of both the cemetery and cemetery art.

The two speeches, together with a third delivered at the American Cemetery Association convention in 1949, have recently been put into book form as a memorial tribute by the National Catholic Cemetery Conference. The edition is strictly limited, but readers of MONUMENTAL NEWS-REVIEW will find the two major addresses in issues of the magazine following the two conventions. However, the book brings back many memories of passages in the addresses which deserve to be quoted and requoted from time to time. Let us glance through some of the highlights in these memorable lectures.

Here are some lines from the foreword of the published lectures. They were written by The Reverend F. A. Hartmann, 1952, President of the National Catholic Cemetery Conference:

> "The burial of the dead has always been recognized by the Catholic Church as a religious rite and a corporal work of mercy. To re-emphasize and to clarify this tenet of Catholic teaching was always the ambition and objective of Father William Casey . . . He was keenly aware of the inroads that commercialism was making long before it became apparent to many others; he enveighed against those who profiteered on the dead and the bereaved, who viewed the burial of the dead solely as a big commercial enterprise, and *who found no place for God or religion in their 'business'*."

His Eminence Samuel Cardinal Stricht delivered the eulogy at Holy Name Cathedral in Chicago on October 18, 1951, during the Solemn Requiem Services for Father Casey. This eulogy traces the history of Christian burial, clearly establishing the affinity of Church and cemetery. Consider this paragraph by His Eminence:

> ". . . The Jews, under the same law, banded together. They buried their dead underground in catacombs. This law gave the Christians an opportunity, and so from the very beginning in Rome they set up their Christian cemeteries as Church institutions. *These Church institutions existed before there was any church building in the city of Rome. . . .* There have been schools built; there have been churches built, institutions of charity set up. But I think you will find, if you care to look at all the figures, that *the largest single thing that has been done in these ten years is what has been done in the Archdiocesan cemeteries.*"

High praise indeed, coming from a Cardinal in tribute to a Priest!

But to all of us who knew Father Casey — "Bill" to those of us who were his intimates — the words of His Eminence strike a chord which resounds in the heart of all of us who knew the man, and therefor loved him, whatsoever our faith, Hebrew, Gentile, Protestant, Catholic or non-denominationalists like myself. And there is another passage in the eulogy by His Eminence which grips the heart.

The Cardinal was referring to a visit he had made to the new administration building of the Archdiocesan cemeteries of Chicago at Hillside, Illinois. He had toured the grounds and inspected the beautiful Gothic structure which is the administration building. Let us quote His Eminence from a closing passage in his eulogy to Father Casey:

> "It has been only a month since I went out with him to the new offices. We went through them, examining all details of the improvements in administration and admiring what was before our eyes. . . . Finally he came to his office. We sat down to rest for a while at his desk and looked out over the cemetery. Father Casey was not well. Anybody seeing him then would understand that he was not well, that he was a sick man. And he said to me: 'This is a very good place to work. I can sit here at my desk, and every time I raise my eyes and look there across the road, I see the *Celtic Cross with the name of the Casey family on it, and I know what is coming.*' "

Those of us who try to contemplate the present and potential future of the memorial idea in America should ponder these words spoken to His Eminence by Father Casey. They should be pondered by the hierarchy and all the priests of the Roman Catholic Church who are in any way identified with cemetery administration.

There is no gainsaying the fact that the "no-monument section idea" is gaining advocates in the Roman Catholic Church. And if the "Mother of All Christian Churches" adopts the idea, then what will happen in all non-Catholic cemeteries? The answer must be obvious to us all.

If economy, efficiency and regimented markers are destined to be the practice of the Catholic Church cemeteries, then let us prepare for the end. If the mother of a boy, killed in the service of his God and Country, cannot be commemorated by a Cross instead of a mass-produced marker, furnished by the cemetery, then let us abandon all hope for an art that, in church and cemetery, has given us the sublime masterpieces of devotional art.

Fortunately, there is hope for all of us in the admonitions of Father Casey and in his concept of *commemoration* as a spiritual and sociological indispensability.

The character and the personality of the man can be vividly implied by quoting his opening lines at the Sixty-Second Annual Convention of the American Cemetery Association at Boston in 1948:

> "There is a story told of Archbishop Williams of Philadelphia, to whom an ill-bred, apparently aggressive man said: 'Where in Hell have I seen you before?' Archbishop Williams is supposed to have answered: 'I don't know, but what part of Hell did you come from?' "

It was this scintillating Irish wit of the priest which early endeared him to all who knew him. But when he delved down deep into the moral and spiritual aspects of his message, he held his audiences spellbound by the logic and sincerity of his message.

His death was indeed an untimely loss to all of us who contemplate a higher concept of the cemetery and of cemetery art.

In the conduct of his cemeteries, and in his attitude toward memorialization, Father Casey relentlessly combatted the commercialization of death, the dead, and the bereaved.

His ideals, his objectives, and his achievements will remain an inspiration to all who are in any way identified with the interment and the commemoration of the dead. They should constitute an everlasting warning to all people who consider the interment and commemoration of the dead to be merely a "business proposition"

All of us here at the MONUMENTAL NEWS-REVIEW repeat the supplication of His Eminence Samuel Cardinal Stricht, when in the closing words of his tribute to Father Casey he pronounced the prayer: "May God have mercy upon his soul and may perpetual light shine upon him."

FAMILY MEMORIAL ERECTED BY FATHER CASEY

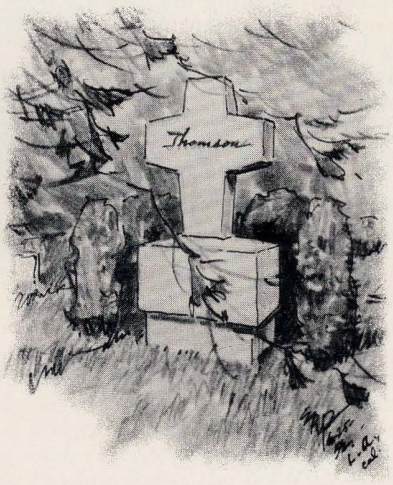
The chaste and simple Celtic Cross at the grave of Father Casey, on his family plot in Queen of Heaven Cemetery, Hillside, Ill., symbolizes the spiritual and esthetic ideals of a priest who was a cardinal exponent of idealism in the interment and commemoration of the dead. The Cross adheres closely to the contour of the famed St. Martin's Cross, without ornamentation, dedicated to a saint who symbolizes the Scriptural Words: "I was naked, and ye clothed me." May it not be that Father Casey, in his memorable addresses, clothed the "memorial idea" with a cloak of spiritual aspirations which should give us pause in an era when commercialization of the cemetery, and of cemetery art, is rapidly invoking the questions, "What good are monuments?" "What good are graveyards?" "Why not dump the dead into a dump heap?" Father Casey had the answer.

The Casey Family Memorial is the work of Presbrey-Leland of New York. It was done in Stony Creek Granite with an antique tooled finish.

MORE CREATIVE DESIGNS *by* STANLEY R. POOL

This month we reproduce four interesting cross designs modeled after typical English churchyard memorials, but they are as new in spirit as they are old in style. Each has a distinct Pool touch. Mr. Pool has long been an ardent exponent of the vertical in composition, and was one of the first of our designers to advocate "taller" and "thinner" memorials, particularly where cemetery size regulations were based on the principle of superficial areas in relation to plot sizes.

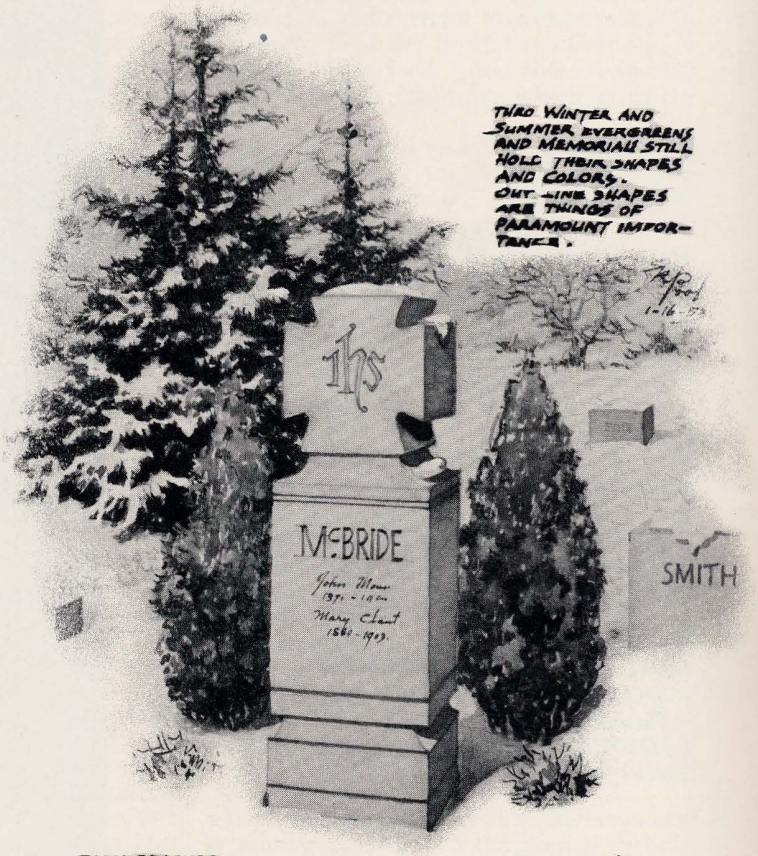
SKETCH — Church Yard fashioned. by S R Pool 7-17-52.



Peeping through at a quaint well designed classical English Cross, artistically assembled on a dadolike base. Height 8-0.

PEDESTAL HT. 5'-6", CROSS 1-8"

THRO WINTER AND SUMMER EVERGREENS AND MEMORIALS STILL HOLD THEIR SHAPES AND COLORS. OUT-LINE SHAPES ARE THINGS OF PARAMOUNT IMPORTANCE.



BACK GROUND — WHITE SPRUCE.

SEASON'S GREETINGS TO THE TRADE.

QUARRIERS
SAWYERS
POLISHERS

DIXIE BLUE GRANITE

Builders of Fine Monuments

DIXIE BLUE GRANITE

DIXIE GRANITE COMPANY
ELBERTON, GEORGIA

COLUMBIA MARBLE COMPANY
QUARRIERS AND MANUFACTURERS
MARBLE, NORTH CAROLINA

45 Years' Experience

BARRE GUILD

MANUFACTURING BARRE GRANITE
in Quality MONUMENTS—MARKERS
polished, steeled, axed

Sand Blast Engraving • Lettering
Duplicate Work and Slabs

PROVOST GRANITE COMPANY, INC.
RIVERTON, VERMONT

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Size	Each	Alphabet	Alphabet and 14 extra letters
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1-½"	.37	9.80	14.98
1-¾"	.41	10.85	16.59
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2-½"	.56	14.00	21.84
3"	.66	16.50	25.74
3-½"	.79	19.80	30.86
4"	.92	23.10	35.98

Alphabet prices in size 1-¼" to 2" include 26 letters, & sign, and period.
2-½" to 4" sizes include 26 letters only.

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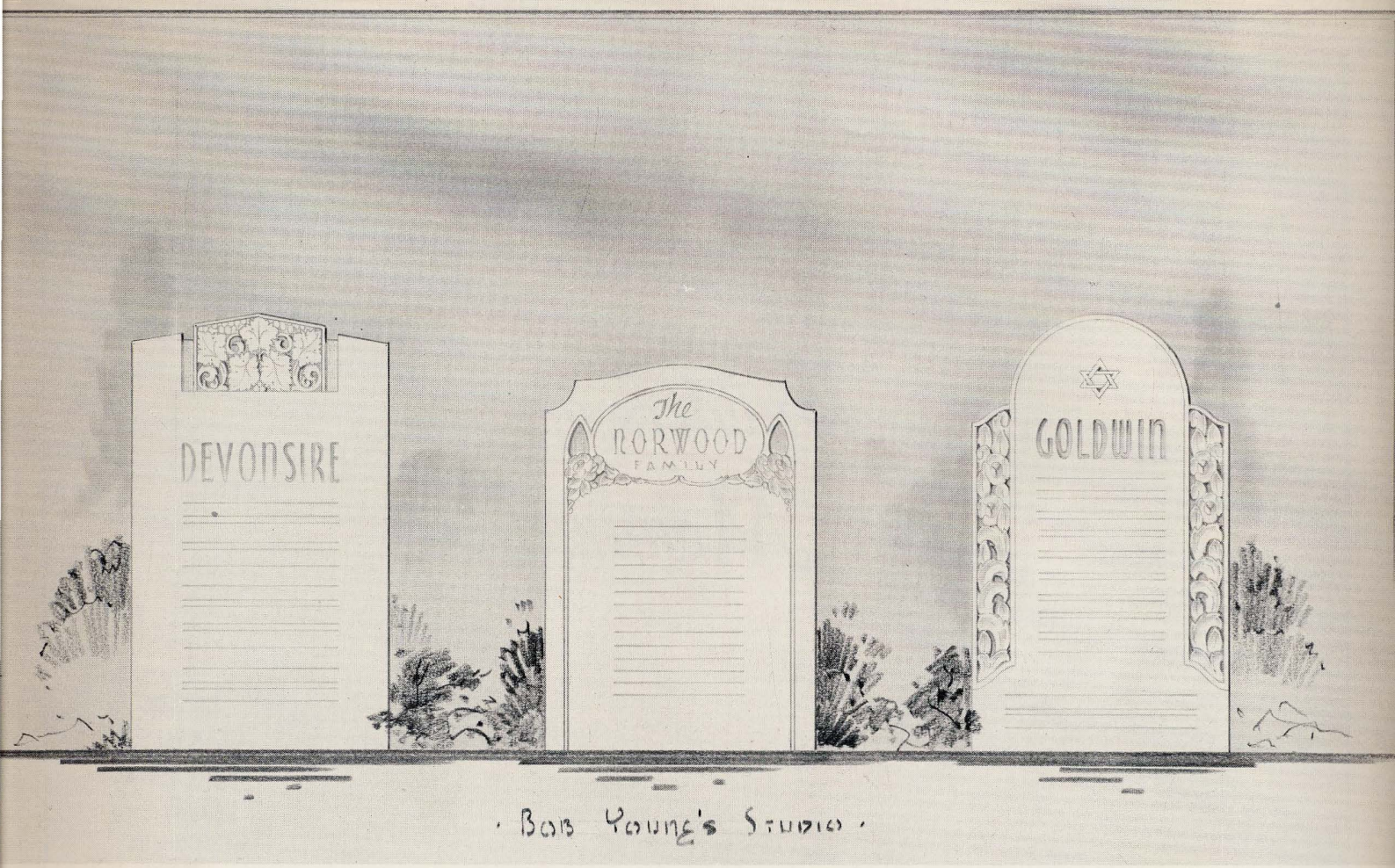
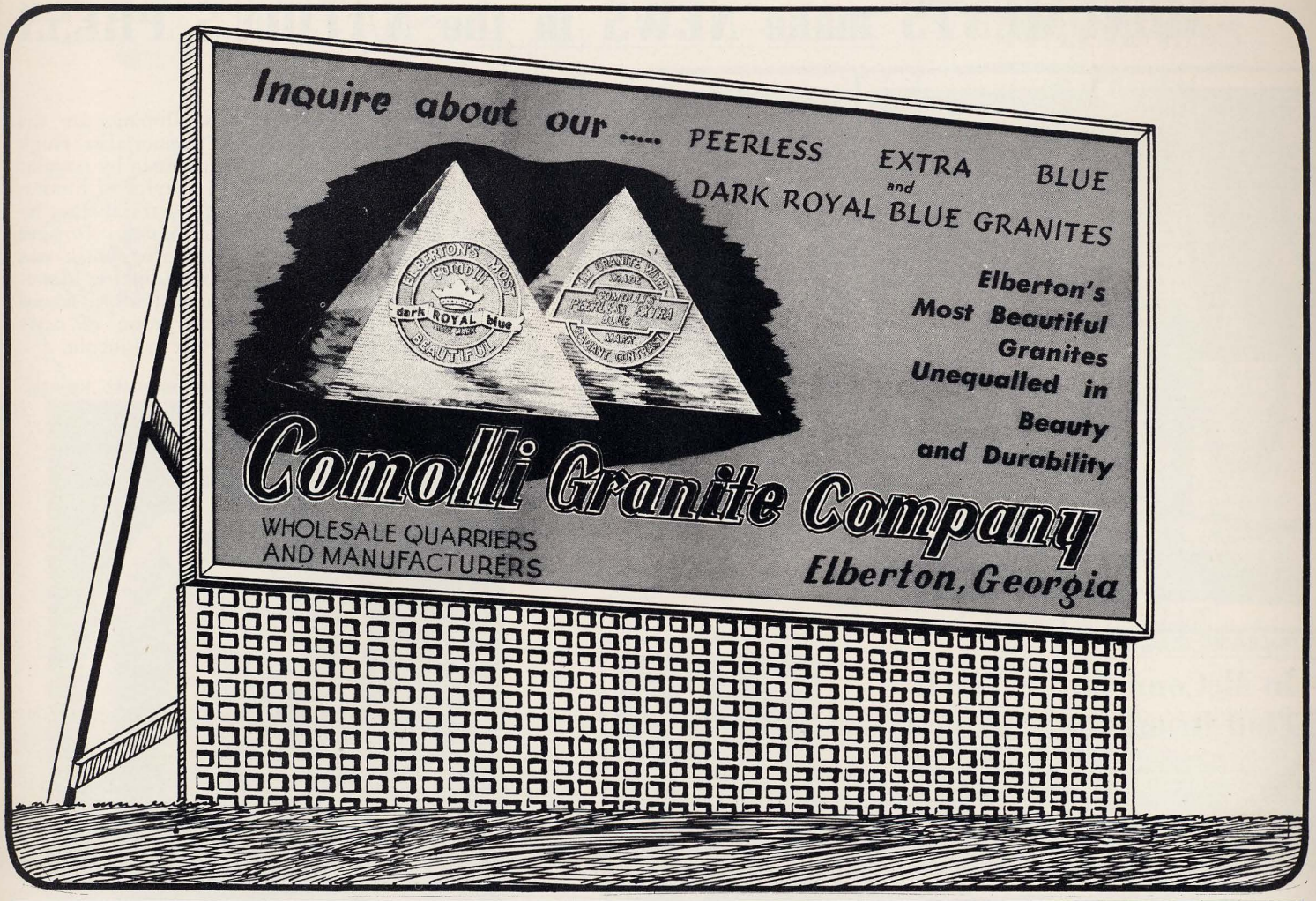


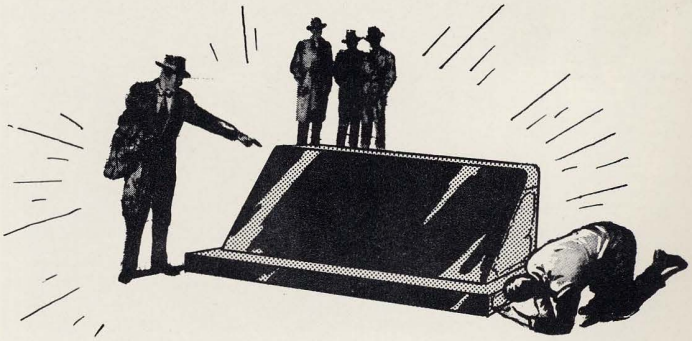
Modern TABLETS *from* COLONIAL THEMES

It may well be that we shall see a revival of the colonial tablet, if the several traditional cemeteries now initiating "Colonial Gardens" are successful in their promotions. At present there are several of our old line cemeteries developing these special sections, emphasizing landscaping and layouts suited to easy maintenance, but restricting memorials to monuments of the "Colonial Type" and ledger stones. If these new sections meet with success, it is obvious that the plan will be used by hundreds of other cemeteries. Likewise you may be sure that this type of design will become popular in other sections of these cemeteries. Inasmuch as these new projects are in the main replacing contemplated no-monument sections, the movement is of especial interest to the industry. In these three tablets adapted from colonial designs, Mr. Young presents ideas worthy of consideration.

by Bob Young's Studio
Barre, Vt.



AH! This is it ...



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- ★ POLISHED BACK
- ★ POLISHED TOP
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- ★ BASE . . . POLISHED TOP, FRONT & BACK
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MONUMENTS make NEWS in the NATION'S PRESS

Highlights of this month's clippings are the story of the 91st birthday of memorialist Hugh Macdonald of Waverly, N. Y., sent in by popular wholesale representative C. M. Taylor of Elmira, N. Y.. Extracts from a full-page pictorial story by columnist Johnny Jones of the *Columbus Dispatch* on McConnelsville and Malta, Ohio, which was sent in by W. Roy Shuert of the Rainbow Monument Co. of Columbus, Ohio; several miscellaneous clippings and a representative group of news stories based on several memorials to Lincoln.

THE COURTHOUSE IN McCONNELSVILLE
The Statue Is a Civil War Memorial

WORLD WAR I MONUMENT
It Was Presented By Thomas Simpson

Columbus S

OHIO'S GREATE

COLUMBUS, OHIO,

NOW LET ME TELL YOU

In McConnelsville You'll Find Beauty and History

BY JOHNNY JONES

Be it spri
Muskingum R
those who lov
river's coolnes
the fall and no

FROM THE RIVER towns of Ohio, men have left the skiffs and journeyed to the lake cities. Such a man was a pioneer of McConnelsville. Thomas Henry Simpson. He went to Detroit and in steel made a fortune. He never forgot his home town. The fine bronze monuments he presented the city as well as the library given as a memorial to his wife, show his devotion to his old home town and country. He died in 1923.

In the center of the square is the Civil War monument on which is inscribed the Gettysburg Address. It is most striking. Then your eyes carry down Main St. past lovely houses. It is a wide street and at one end is the memorial statue to the boys of the recent wars. Mr. Simpson commissioned Frederick Hibbard to make and cast the statues. I doubt if any Ohio town has more striking and appropriate monuments.

Mr. Simpson wanted to erect a monument in the graveyard that would be symbolic of the place as well as a monument to himself. The cemetery gives a commanding view of the great Muskingum and the lock as well as the new racetrack

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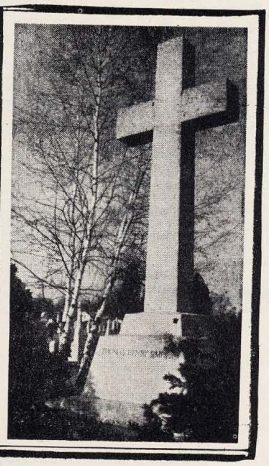
McConnelsvil



In the photo at right is the gigantic cross marking the grave of Thomas Henry Simpson who left McConnelsville to make a fortune in Detroit and who gave the town two statues. From this position in the graveyard a visitor gets a fine view of the Muskingum River on whose banks the philanthropist played as a boy.

of the Morgan County fairgrounds — a fairgrounds now coming into its own and having had a most successful fair with a track costing $8000. From this very fairgrounds a spectator may see the monumental granite cross that marks Mr. Simpson's grave. The cross weighs tons. The cross has been placed at a spot where it resembles the wall of a lock. Only his name appears on the cross. Nearby is a little sundial giving the longitude and latitude of the grave.

BOSTON TRAVELER, WEDNESDAY, FEBRUARY

(AP Wirephoto)

NEW STATUE OF THE RAIL SPLITTER—Sculptor Avard Fairbanks puts the finishing touches on a new statue of Abraham Lincoln in his Salt Lake City studio. The heroic figure, to be cast in bronze, will stand at the entrance of Lincoln Village, New Salem Park, Ill. The memorial depicts Lincoln as a studious railsplitter. The statue is a gift of the Sons of the Utah Pioneers.

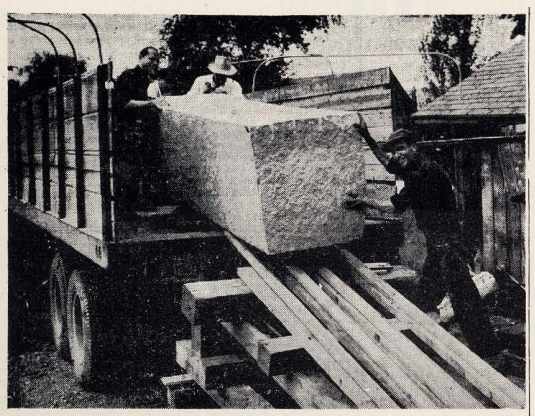
Sculptor To Carve Park Statue

A six-ton block of Salisbury (N.C.) granite arrived by trailer truck last week at the summer studio of Jose deCreeft, world-renowned Hoosick Falls sculptor, for use by Mr. deCreeft, in carving a symbolic figure, "The Poet" to complete a group, "National Inner Life," at Fairmont Park, Philadelphia, Pa.

Mr. deCreeft will start work at his summer studio, West Hills, Hoosick, at once and expects that it will take two or three summers to complete the statue. He will use his famous method of direct carving, and will work with a scale model in plastic of 25 inches. He will carve a draped male figure, "The Poet," standing eight and one-half feet high and two and one-half feet wide, to be mounted on a four-foot pedestal.

Mr. deCreeft is one of six sculptors chosen to complete the third in the group of this Philadelphia memorial. The others include Jacques Lipschutz, Koren Der Harootian, Jacob Epstein, Waldemar Raemisch and Ben Schmuel. They will each carve a different theme in connection with the Memorial. The completed groups will be placed on a terrace facing the Schuylkill River.

The work on the Ellen Phillips Samuel Memorial was begun in 1934. It was to represented an artistic expression, in stone, "emblematic of the History of America," ranging in time from the earliest settlement of America to the present era. The complete group will occupy three terraces in Fairmont Park. Two of the group have been completed. The third and last, now being made, based on the theme, "Constructive Enterprise and Social Consciousness," will represent the artistic creations of Mr. deCreeft and five fellow sculptors.



SIX TONS ON THE MOVE—A huge granite block took three hours to move from this truck at the studio of Jose deCreeft in Hoosick Falls. The famed sculptor will carve from it a statue, "The Poet," which will be placed in a Philadelphia park. Lower right is Mr. deCreeft. Others, left to right, Walter Jacobsen, Troy industrialist and neighbor, Fred Terry and Chris Hansen.

The Troy Record
TROY, N. Y., SEPTEMBER 3, 1951.

History Out Of School

Skating Waits While He Teaches Brother About Lincoln

Janice Beede, 12, right, of Corning st., city, seventh grade student at Abraham Lincoln School, tells his brother, Paul, 5, the historical facts about the Lincoln Emancipation statue in Park Square, as the pair walk to the Public Gardens for ice skating. The birthday anniversary of the Great Emancipator will be celebrated Thursday.

(Record-American Photo by Myer Ostroff)

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The COCHRAN DESIGN, featuring any one of our many religious statues, is one of the most popular in our new Portfolio of twelve beautiful copyrighted designs rendered by Kurt Kunz from original sketches by Ernest Stevens Leland. As you will note the statue is doweled into the base of the aperture, thus enabling you to meet the demands of a wide clientele by stocking this fine design along with several of our statues.

This handsome Portfolio containing 12 beautifully reproduced embossed sepia print designs on heavy Andorra art paper (size 10″ x 13″) is now available to established retail memorialists only at a nominal price of $5.00 for each Portfolio, and even this amount may be deducted when you order any one of these outstanding designs.

The quality of our Carrara-produced work has long been the standard for comparison, and we are now pleased to be able to offer modern designs in this most beautiful of all monumental materials in keeping with the character of our craftsmanship.

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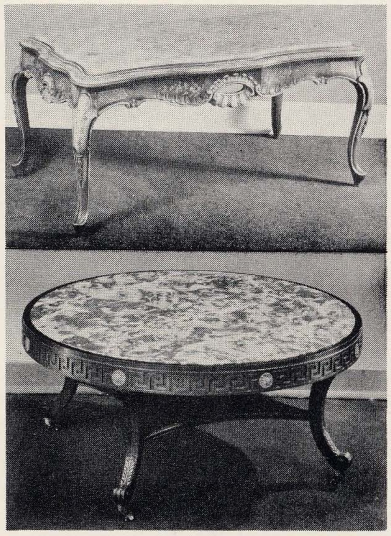

No. 5213 VENETIAN TABLE — This handsome cocktail table, 38″ x 21″ x 17½″ high, features a Brocatello marble top. Hand carved and decorated by master craftsmen with more than four generations of tradition behind them, this table will indeed become an heirloom. It can be sold profitably by you for $150 or more as you choose.

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The demand for these tables once seen is almost unbelievable. No monumental sales or conference room should be without one. Every one you sell brings you other customers, and gives you an entree for future memorial sales. Write today for complete information, or better still order one or both of these tables for early shipment F.O.B. Chicago, Ill.

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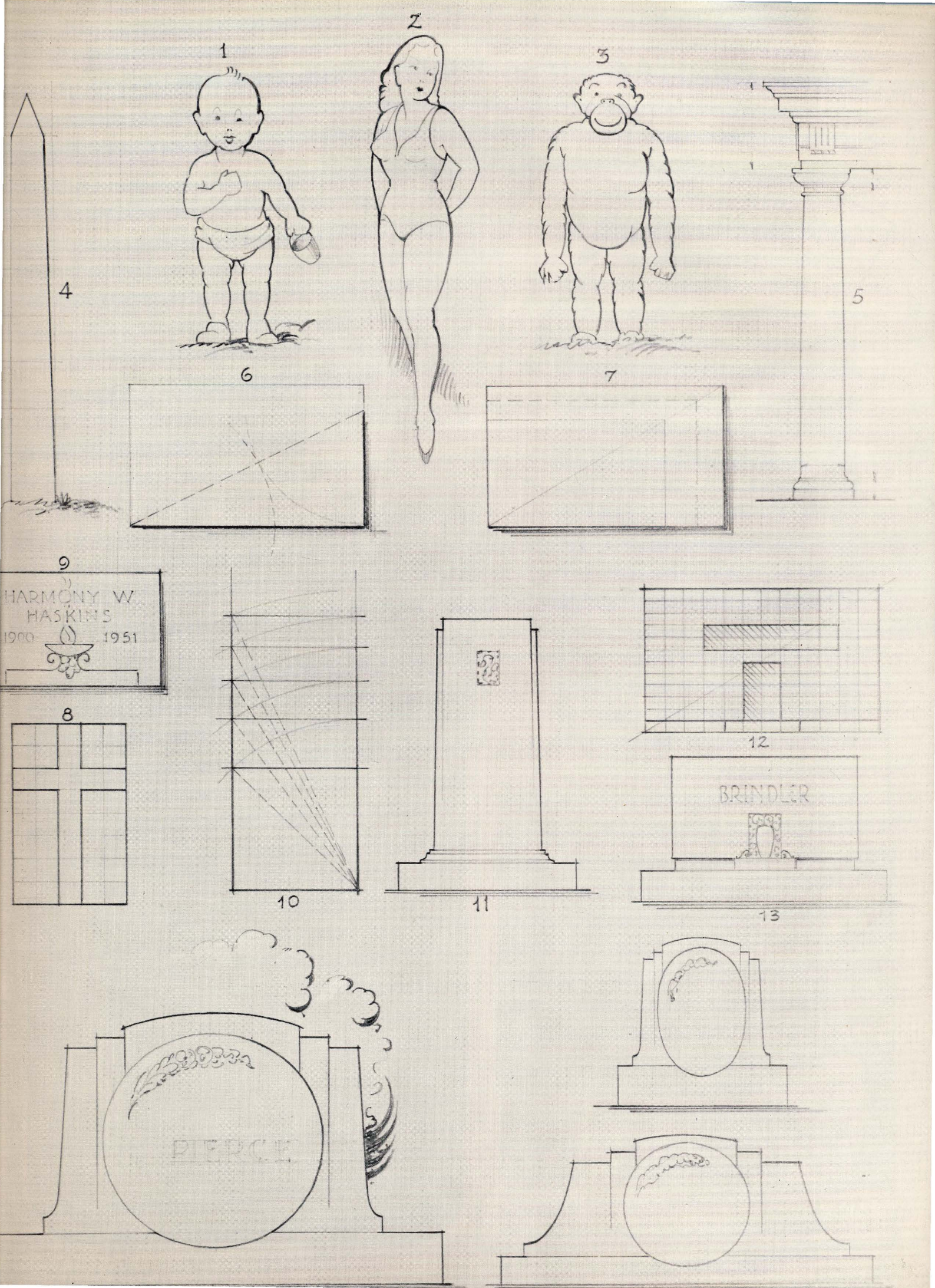
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PROPORTION IN MEMORIALS

By Earl C. Richardson

Chief Designer, Vermont Marble Co.

E. C. Richardson
Vermont Marble Co.

This was a "slide-talk" given by Mr. Richardson at the New England Convention in Boston, Mass. Jan. 19, 1953. Complete details of this meeting next month.

The speaker must make an important decision right at the outset. He must decide on a subject. Oh, I know you expect a designer to talk about design, but every designer is aware of the fact that the general subject of design is so complex he cannot hope to cover all its aspects in the time allotted.

For this reason I made a simple survey—a little research on past issues of our trade journals and found that with one exception, most of the subjects in connection with design had been fairly well covered by competent speakers and writers. There were articles on the history of ornament, the periods, the orders, the proper application of symbolism, and so forth. But, as I said before, there was one exception and that was the subject of proportion.

This seemed rather singular at the time. Why have we avoided the subject of proportion. Proportion is one of the most important considerations in design. Some designs actually depend on pleasing proportions for their entire appeal, and certainly from some of the things we say about proportion and from some of the things we *do to* proportions, it is safe to say that a comparatively few individuals in the industry, and certainly fewer among our customers could give an intelligent definition of proportion, much less discuss any rules relating to it, or their application to design.

Why?

It didn't take long to find out why. To begin with, a formal discussion of proportion would of necessity, be highly technical. Most speakers are aware of the fact that audiences generally do not appreciate technical discussions. I assure you this is no reflection on the present audience. But, it is a fact that the mind absorbs only so long as the seat endures. I presume that is one reason. Another could be the necessity of using charts and diagrams to explain the subject.

It finally occurred to me that the latter difficulty could be taken care of by the use of slides, and, because of the importance of the subject, we will take a chance on the other objections. In other words, I am committing myself to the task of defining for you what has been considered the more or less indefinite subject of proportion.

To begin with, let's find out what Mr. Webster says about proportion. What is proportion? The dictionary calls it a comparative relation in size or degree—a ratio. Mathematically it is an equality of ratios, and the verb form would be to adjust in suitable or right proportion. Not much help there.

Well, let's go back to the time when men first became conscious of proportion. They tell us men first studied proportion in its relation to the human figure. Do you realize that the word "foot" as a unit of measure was actually the length of a certain king's foot? It's true, and have you ever seen a dressmaker stretch a length of cloth from her nose to the end of her arm? Well, that was precisely the origin of the unit of measure we call a yard.

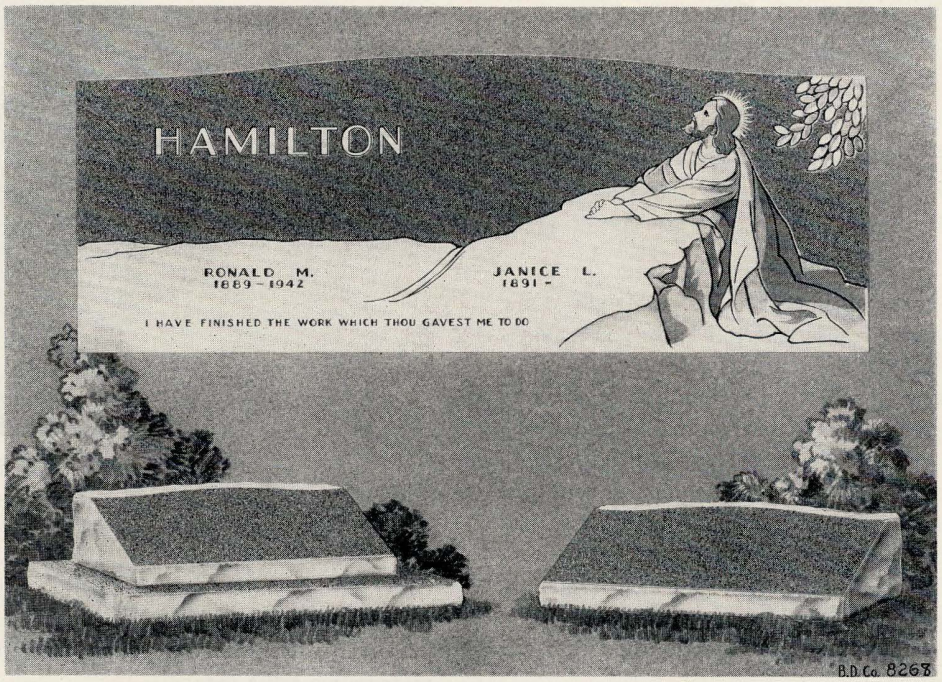
Perhaps Mother Nature was the first to do anything constructive about proportion and she started with the human figure. Here, for example, is one of the first lessons the artist learns. The toddler (1) may be cute but just look at the proportions. Her head is too big. As you see, it is about one-fourth the height of the full figure, and the legs are hardly long enough to reach the ground, but good old Mother Nature had ideas. As the child grows older, the arms, torso and legs, become longer until at the age of ten the head is only about 1/6 of the total height. This is what we call the awkward age—all arms and legs. That's better, of course, but there is still room for improvement, so, as we say, nature takes its course and at 18 or thereabout we find the figure looks like this. (2) Now ain't that something? Yes sir, Mother Nature did all right. This is just about perfection. You see the head is now only about 1/7 or 1/8 of the total height and the other proportions have changed considerably. (You probably have noticed, when they select a new Miss America, they always give such vital statistics as her height, weight, bust, waist and hips. What they are doing is simply saying in so many words that she conforms to what is generally considered the ideal proportions for the female figure.)

Unfortunately, there have always been non-conformists. The fellow who says what do I care about proportion. That's a lot of foolishness. Add a few inches here, take off a few inches there, what difference does it make. Well, let's see what happens. (3) Yep. There he is. His arms are too long, his legs are too short, and his head is too small. Probably that's why he is still a monkey. We have a lot of people in the memorial industry who monkey with sizes, too, which accounts for a great deal of the criticism that is directed at our industry.

There is every reason to believe that ever since men first began to erect structures, proportion has played a part in their development. For our discussion here, however, we will start with the Egyptians. The Egyptians developed the shaft (4) or obelisk, and they have provided rules we may safely follow in its construction. The obelisk is a four-sided pillar which

[*Continued on Page 62*

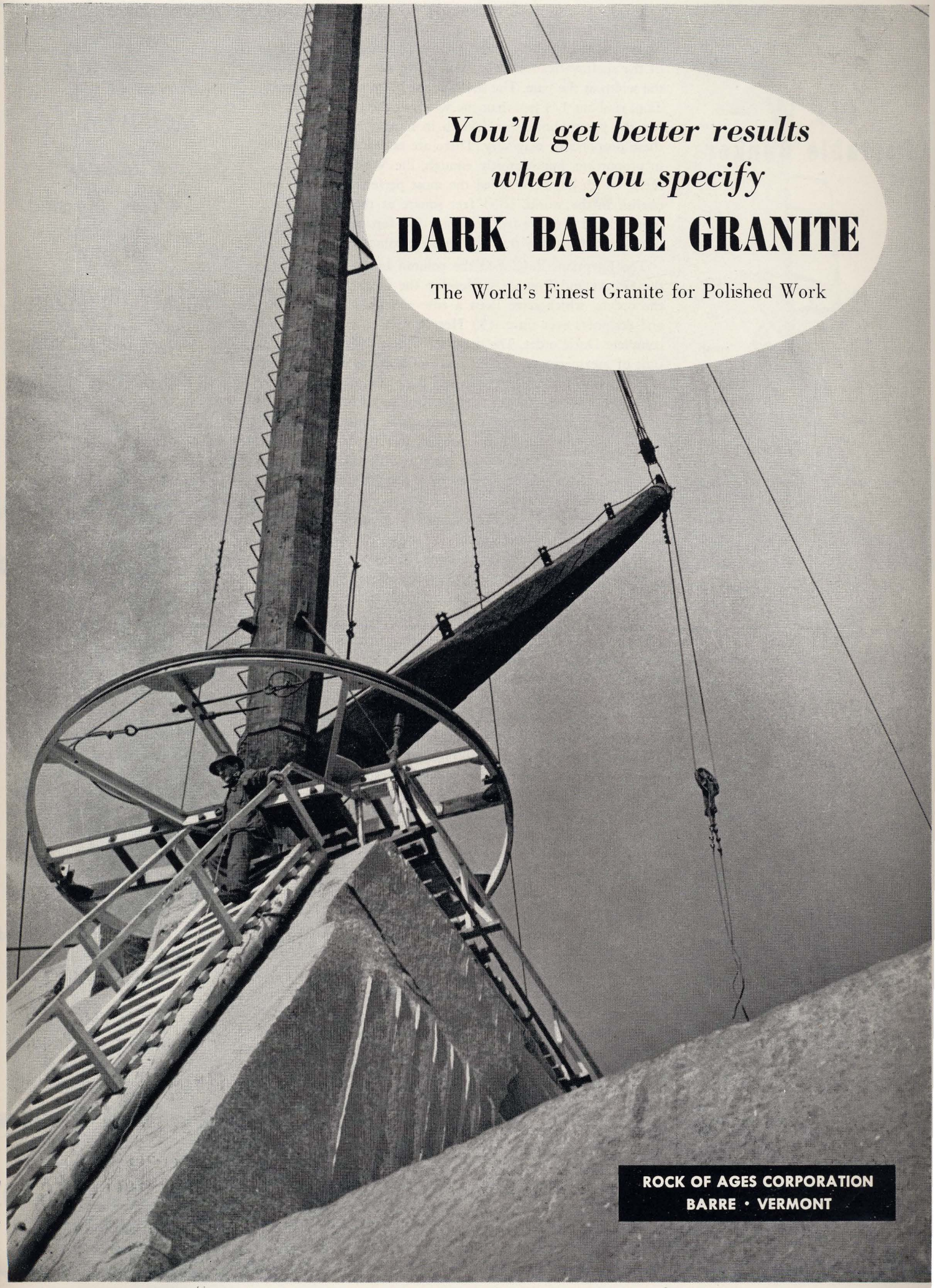
Editor's Note: *See opposite page for the figures referred to in Mr. Richardson's talk.*



"Christ in Gethsemane"

Our design No. 8268 illustrates the appropriately popular figure "Christ in Gethsemane." In the "Hamilton" design we have shown its use on a marker and have detailed it specifically for use in small scale. We hasten to point out that this detailing as shown here would be perhaps even more effective and appropriate on a small monument or tablet.

This is No. 135 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.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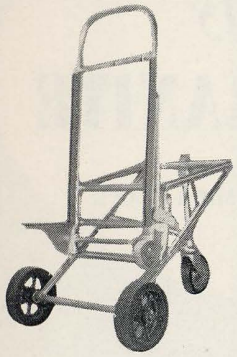

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"Since 1879"

Continued from Page 59]

tapers to the top and terminates in a pyramidion. The height of the shaft varies somewhat but it averages about ten times the width at the base. The shaft, at the bottom of the pyramidion, is about 1/3 less than the width at the base and, as you see, the pyramidion is one width in height. Now, of course, these proportions may vary. There are no hard and fast rules in proportion, but strangely enough, the Washington Monument, which has been called the most perfectly proportioned obelisk in the world, is 55 feet square at the base and five hundred and fifty-five feet high, just five feet over the 10 to 1 proportion. Naturally this was no mere coincidence.

The Egyptians developed the column but it remained for the Greeks and Romans to develop the ideal proportions of the orders, which have been a rule and guide to architects and designers ever since. (5) Here we see an example of the complete Doric order. The diameter of the shaft becomes our unit of measurement, and all other dimensions are developed in relation to this unit. As you see, the column is seven times its diameter in height. The base and cap are each 1/2 diameter and the architrave is two diameters. It is considered significant by many writers on the subject, that the proportions of the Doric column approximate the proportions of the human figure, which as you remember, was seven heads high, or a ratio of seven to one.

The other orders have their own proportions. The Ionic column is usually eight diameters in height, and the Corinthian and Composite, the most graceful and slender of the orders, is nine to one. Here again these proportions may vary, but it is foolish to experiment when such rules, which are the result of centuries of study and research, are available to us.

You will probably be surprised to learn that the Greeks had something to do with the shape of a box of corn flakes, but it is true as we shall see. The Greeks gave us a lot of information about rectangles. Here, for instance, (6) is how they constructed the Golden Section, or Golden Rectangle, as it is sometimes called. It is simply the geometric problem of establishing the mean and extreme ratios of a given line. That is, the smaller part is the same ratio to the longer part as the longer part is to the whole line. For practical purposes it may be expressed as a ratio of 5 to 8 or 8 to 13. If we change these units to feet and inches we find that dies 3-0 x 1-10 and 4-0 x 2-6 are very nearly perfect golden rectangles, which explains why these sizes are so popular with designers.

We are often asked how we reduce or enlarge sizes and still retain the same ratio of proportion. Well, here is one good method. (7) Construct a rectangle of the sizes given and draw a diagonal. Now measure off the altered size on the base of your rectangle. From this point erect a perpendicular and where the perpendicular intersects the diagonal is the proportionate height. Here you see a number of rectangles of various sizes, yet they are all similar because their ratio of proportion; that is, the ratio of the length to the height is the same.

Now here is something interesting. (8) In Webber's Book of Church Symbolism he gives the ideal proportions for a decorative Latin cross as eight blocks high and five blocks wide. As you see it fits perfectly into a golden section, having the same number of units.

Of course, as we know, there are literally hundreds of different types of crosses, and they all have their particular proportions. Even this rule for the Latin cross is made as a more or less general suggestion but isn't it better? Are we not on much safer ground using such a rule then to refuse to

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Here is another example of the satisfaction that you can offer your clients with Lawson excellence in design and craftsmanship. We welcome your inquiries and assure you of prompt service.

LAWSON GRANITE Co., Inc. . . Barre, Vt.

ALBERT GHERARDI, *Proprietor*

BARRE GUILD

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recognize any rules for these things?

And here is another suggestion. (9) For years we have been selling hickey markers 2-0 x 1-0. You just put two squares together and you have a two to one rectangle. Not a very pleasing proportion to be sure and it is difficult to *make* it any more pleasing. It is designed as a name plate pure and simple. Some years ago some of us thought we were going to revolutionize the marker business. We discovered that a marker 2-0 x 1-3 was nearly a golden section and offered much greater scope in the arrangement of carving and inscriptions, so we prepared some designs and set out to sell golden section hickeys. Well, you guessed it. They didn't go over. One dealer said it was the craziest thing he ever heard of. He said, "Why pay for that extra stock when I can make more money on the 2-0 x 1-0?" Presumably he is still putting two squares together to get his three squares a day, but I still think it was a good idea.

Another Greek rectangle is the whirling square. It is constructed by dividing the square vertically and using the diagonal of one side as a radius to determine the length. This results in a rectangle which lacks just a fraction of being a golden section. It has one advantage, however. In this case we start with a given height and find a proportionate length.

Beautiful tablet forms may be produced by following the root rectangles of Greek Dynamic Symmetry. (10) The square is root one and by using its diagonal as a radius we determine the length of root 2. By repeating this operation with each resulting rectangle we describe a series of areas all of which have interesting proportions. (11) As an example, here is a vertical design, the die of which is developed within a root 5 rectangle. Now you will find customers who will not agree with these proportions, and that is their privilege, but you will also find it difficult to improve on them for general acceptance.

The study of rectangles is not only important in creating designs but it increases our appreciation of the things around us. For instance, have you ever noticed the similarity in proportion of a group of magazines on a magazine rack? Few publishers will take a chance on unusual proportions.

Another item we see every day is the ordinary letterhead or letter sheet. Paper manufacturers found it necessary to establish a standard size sheet for general use, but did you ever wonder why they selected this particular size? Well, if you want to have some fun just try to design a better proportioned sheet for the business letter.

The story about corn flakes is also significant. Some time ago one of the breakfast food manufacturers decided that something should be done about the corn flake package so a group of designers went to work on it, and simply by studying the proportions and trying out different formulae, they came up with a box that was not only more pleasing to look at but, actually looked larger for the same volume of contents. The sale of corn flakes increased noticeably and the only way they could account for it was the fact that folks thought they were getting more for their money. Perhaps there is a hint in this for the fellow who sells monuments by the foot.

But the study of proportion does not stop with the selection of an interesting rectangle, or what we sometimes refer to as the mass of the object. It concerns itself with the proper size

[*Continued on next page*

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Two More Outstanding Designs in Our NEW Religious Series

The exceptionally beautiful monument in our *new* religious series which we featured in the Barre Guild display at Cleveland (the design appeared in our December 1952 advertisement in this magazine) received enthusiastic approval. As a result we have brought you two more designs from this group this month. The skilled figure and floral carving of our artisans will mean *more sales for you* . . . your inquiries are cordially invited.

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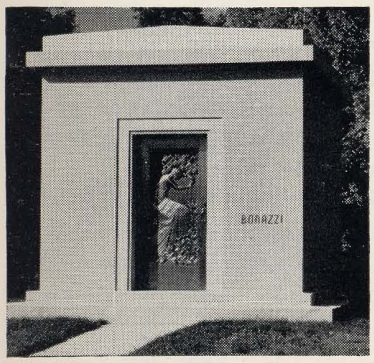

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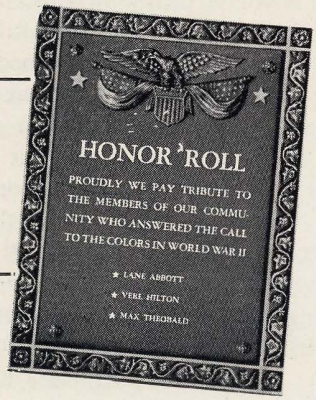

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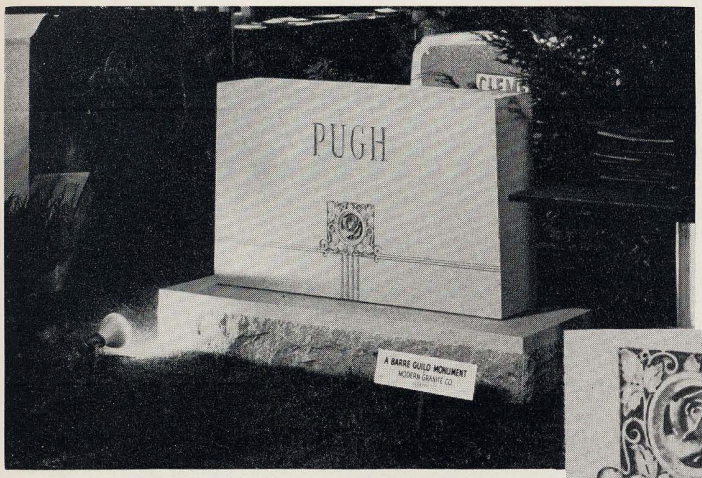
E. C. RICHARDSON . . .

Continued from Page 63]

and arrangement of all the details of an object. In the case of memorials it has to do with the location, size and shape of the ornamentation, the family name and other inscriptions. There are any number of "systems," all of which have their particular adherents among designers, but since our time is limited we will give you one good example. (12) Here we have what we call a "Varnum Net." It was developed by a Professor W. H. Varnum as a method of designing horizontal masses and dynamic areas.

Having selected a rectangle, we divide it horizontally and vertically into twelve equal parts. You can do this by dividing the base, drawing vertical lines from these points and then drawing the horizontal lines along a diagonal line as you see here. In this way we form a net of small rectangles, each of which is similar—that is, each of which has the same ratio of proportion as the whole rectangle. Now select a number of these smaller rectangles as the outline, or location of such decorative features as symbolic carving, lettering, checks, offsets, or in fact any element of decoration we wish to use. The heavier lines and shaded areas you see in the net are simply possible locations of various decorative features. It is important to point out that even the family name should be made to fit into a series of these small rectangles.

As an example, here (13) is a design which was made over such a net. Notice how the area occupied by the name, the carved ornament, and even the checks and offsets have a peculiar, we might say, almost a mathematical relationship, and how it has a character impossible to achieve by mere guess



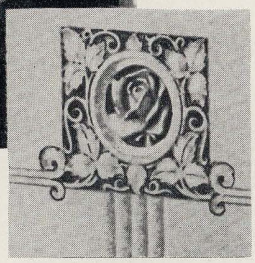
*ROSE ART

The NEW rose carving that means QUICKER SALES and MORE PROFITS for you.

Unbelievable!

. . . *Yes,* that's what everyone at the Cleveland Exhibit said after seeing the new ROSE ART carving recently developed by our sandblast engineers. Here is the beauty and sales appeal of hand carving at a cost of not much more than that of ordinary sandblast carving. The monument which we featured at Cleveland is but one of many copyrighted designs that we have created featuring ROSE ART. . . . You owe it to yourself and your customers to be the first to offer these outstanding designs in your territory.

Hoody



COPYRIGHTED DESIGN

Here it is folks!

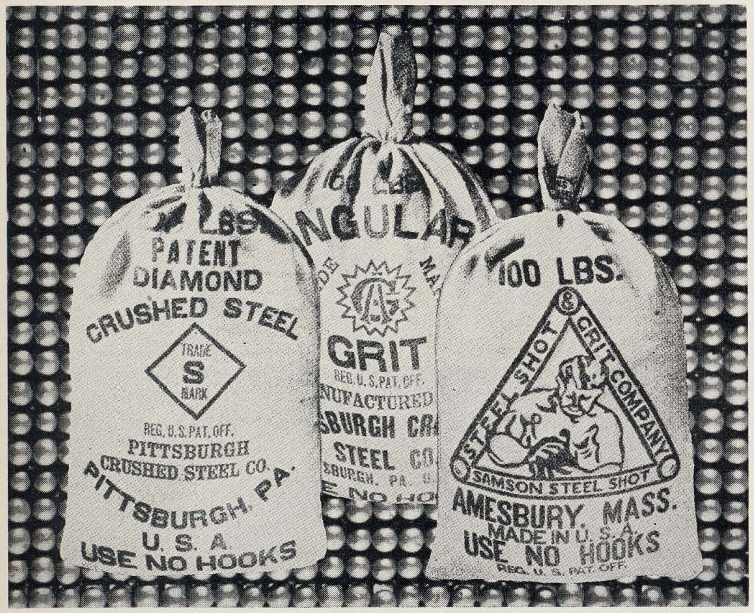
that **Special Announcement** *you've been waiting for!*

***ROSE ART — manufactured by an exclusive Modern Granite Co., process, (U. S. Pat. Pending, Application No. S. N. 267459)—the first outstanding improvement in sandblast carving since shaped carving.**

MODERN GRANITE COMPANY

INCORPORATED

Barre, Vermont



The only complete line of metal abrasives. Available in all sizes for Sawing, Polishing, Steeling, Panel work & Shape-carving.

PITTSBURGH CRUSHED STEEL CO.
PITTSBURGH, PA.

STEEL SHOT & GRIT CO.
BOSTON, MASS.

E. C. RICHARDSON . . .

Continued from Page 65]

(3) Here is the guy I'm shooting at, and he can be any one of you. Yes sir, he's the guy who monkeys with established proportions. The dealer who says "I will buy such and such a design but you'll have to make it six or eight inches shorter or a couple inches higher."

There just isn't a guy like him in any other industry that I know of. Why, I have had dealers tell me they don't know anything about design and they are honest. They mean it. Yet, in the next minute they start changing sizes and proportions of designs; they change the size and even the location of the family name; they grab a piece of carving from one design and slap it on another of different type—in other words, they perform—blindly—all the functions of a designer. Yet, they admit they are not designers, and believe me, some of their concoctions prove the point beyond the question of a doubt.

What I have told you was done to impress on you the fact that we *have* a *reason* for doing what we do in the matter of proportion, but will someone tell me, if they can, what reason some dealers have for the sizes they order? Is there any rhyme or reason for the proportions of some of the memorials we sell?

I thought it would be interesting to look at one of our popular designs just to see what was happening in this respect. It was! Believe it or not, it had been sold in 16 different proportions. Not 16 different sizes but 16 different proportions.

(14) Here, for example, is Vermont Marble Co.'s design No. 5689. One of the most popular designs in its price class.

[*Continued on Page 78*

USLE & PEROJO GRANITE CO.

Barre, Vt.

BARRE GUILD

"Supreme Quality Memorials"

Manufactured in

Select Barre Granite

and Dominion Pink Granite

FEATURED AT THE CLEVELAND EXHIBIT

Our copyrighted design No. 2050 was the basis for the "Clement" monument which we featured in the Barre Guild display at the highly successful Cleveland Convention.

JOIN AND SUPPORT M.I.A. . . .

Continued from Page 40]

According to Cremation Society records, we can estimate that there are over 65,000 cremations a year. And that over the past five years there has been a 24% increase in cremation.

Here, in the trend toward cremation, is a third threat to your industry—unless the proper memorialization of cremated remains is promoted on a national scale. It will be so promoted by the Monument Institute of America.

Well, that, gentlemen, sums up what I know of where you are today. You're at a point that makes it painfully obvious that if you are *ever* going to do anything about it—it better be effective and it better be quick.

Because—if something isn't done—you may be done.

To do something now, and to do it well, by way of a marketing program, is the aim of the Monument Institute of America.

Perhaps, individually, you haven't realized the predicament the monument industry is in because all you see is your local picture.

Now I know that at the moment some of you have never had it so good. I also know there are others of you—many others of you—who, to use a slang expression—have just plain "had it."

It hurt, and it's going to hurt more. The treatment you get, others are going to get. Your leaders—the officers and directors of M.I.A.—know it because they see the broad, general picture—the rapid spread of the evils that have already affected some and are going to affect all.

Now—what is proposed in the way of a program to answer these threats? What will be done nationally? What will you get at the local level to help you in your community to sell more monuments of granite or marble—and to make more money as a result?

First, there has been designed an insignia or emblem for the Institute. Here it is. It will appear in all Institute national advertising. It will be furnished all members for their local advertising. It will be supplied to all members in decalcomania form for use on the windows and doors of their places of business—to tie them into the national program and identify

[*Continued on next page*

Look for the 1953

STATE AND DISTRICT WINTER CONVENTION REPORTS AND SPEECHES

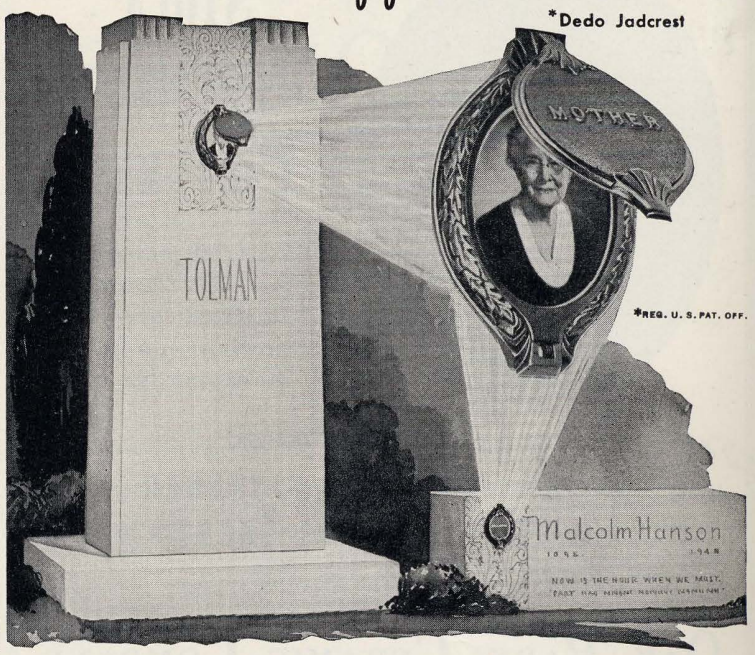
in Monumental News-Review

MARCH 1953 ISSUE

DEDO MONUMENT PICTURES

—Applied Sentiment

*Dedo Jadcrest



*REG. U. S. PAT. OFF.

With **Finest Artistic Treatment—**

60 Years of "KNOW - HOW"

Catalogues on Request

J. A. DEDOUCH Co., Inc.

608 HARRISON STREET

OAK PARK, ILLINOIS

Erected in Sacred Heart Cemetery, Milford, Mass.

A Dealer Chooses His Own Family Memorial

The imposing Delfanti tablet-and-screen monument was designed by Louis Delfanti, proprietor of the Whitinsville Monumental Works, Whitinsville, Mass., for his own family memorial.

The raised Cross, appropriately and delicately incised with the Wild Rose motif, is the richly symbolic focal point of the design. The composition is beautifully completed by the terminal floral bands, which recall the adornment on the Cross.

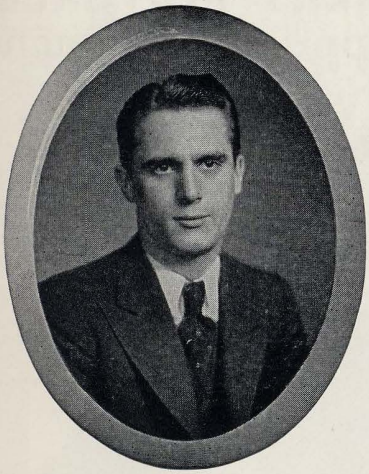
We manufactured this fine memorial in Pirie's Select Barre Granite.

BARRE GUILD

SANGUINETTI • GRANITE • COMPANY

BARRE, VERMONT

SUPERCRAFTSMANSHIP IN GRANITE



STOLA MONUMENT PICTURES

memorial pictures that last forever fired in porcelain enamel on copper base

with or without

MONEL INVISIBLE FASTENER COVERED BRONZE CREST

all sizes available—send for illustrated catalogue

OAK PARK CERAMIC COMPANY

John O. Stola

6336 ROOSEVELT ROAD

OAK PARK . . . . . ILLINOIS

JOIN AND SUPPORT M.I.A. . . .

Continued from Page 67]

them in the public's mind as reliable outlets for monuments.

Second, there will be created a dignified, all-inclusive booklet over the Institute's name, titled "Help at a time of Sorrow."

It will pre-educate the public on the many duties required of the survivors at the time of bereavement. What they must do themselves. What the funeral director will do for them. Why they should inter the deceased in a traditional monument cemetery where they have the privilege of erecting a truly fitting memorial. And you can bet it will stress the advantages of pre-need purchase—both of a family cemetery lot and a family memorial.

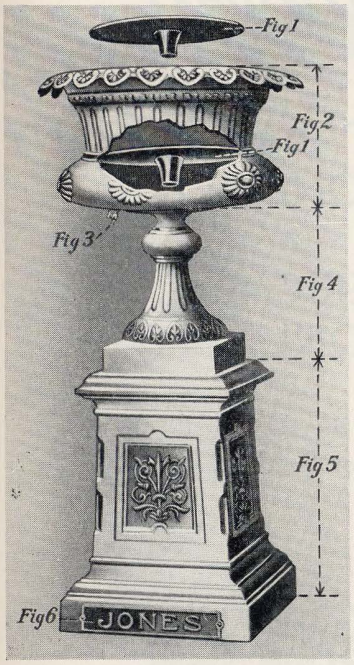
It will be the type of booklet a family would keep. It will be offered in all national Institute advertising.

Third, there will be launched a consistent national magazine advertising program in publications recommended by professional advertising people and agreed upon by the directors of the Monument Institute of America.

Bear this in mind. National magazine advertising costs money—a lot of money. To be successful it must be consistent. No program will be launched until sufficient money is in the till to assure continuity. No question but, despite what it costs, it will do a more productive job at less cost per dealer than any dealer can do himself.

As planned at this point, the program will get under way in the SATURDAY EVENING POST and the LADIES HOME JOURNAL.

With these two publications alone, every institute message



RESERVOIR TYPE

Fig. 1 Reservoir plate
" 2 One-piece bowl
" 3 Brass faucet
" 4 One-piece neck
" 5 One-piece base
" 6 One name-plate

Prime aluminum finish
Handles as desired

KRAMER CEMETERY URNS

To accentuate the beauty of the cemetery memorial, may we suggest Kramer Flower Vases.
Their graceful lines and distinctive design do much to create the impression of loving remembrance.
The great variety of styles and patterns, combined with the skill and workmanship which compose their make up, satisfy even the most discriminating tastes. We solicit your inquiries.

S-97 Bell No. 3

S-23 B Grecian No. 1

S-85 Prize No. 3

"Quality Gray Iron Castings"

The **KRAMER BROS. FOUNDRY** Co.

Dayton 4, Ohio

Catalog available on request

will go into nine million homes at a cost of a fraction of a cent per home—much cheaper than it costs you to mail them a letter locally.

Of course, we will broaden the program to include such publications as BETTER HOMES AND GARDEN, TIME, LIFE, FARM JOURNAL, COUNTRY GENTLEMAN, AMERICAN HOME, etc. as soon as funds are available.

Fourth, there will be written a series of half-page advertisements to appear in these national magazines. Here is a rough layout of what might be a typical one. The headline reads—"Speak Your Everlasting Love in Words of Granite or Marble."

These national magazine ads would simultaneously sell the advantages of the traditional monument cemetery—memorialization by monuments—the advantages of seeing a monument dealer who is a member of M.I.A.—how to identify him by his display of the M.I.A. emblem.

All coupons would come to M.I.A. headquarters. Booklets would be mailed from that point. Names and addresses to which they are forwarded would be sent to all M.I.A. dealer members in the community for personal follow-up.

Once the Institute emblem becomes familiar to the public, it will work like a magnet in attracting people to your door.

Here is a possible second advertisement incorporating one of the most potent approaches possible to make—"Why Doesn't Mommy Have a Monument?"

Advertising that pulls heartstrings pulls results. There are a great many approaches that could be used to accomplish this end.

Fifth, these ads would do double duty and work overtime by

[*Continued on next page*

DO YOU POLISH PINK OR RED STONE?

If so, **CEROX*** is tailor-made for you. Its flesh color blends with the stone being polished so that no etching-out is necessary.

No other polishing material is cleaner or gives you a finer, faster finish. What's more, **CEROX** is 100% American from raw material to finished product.

The most concentrated (90%) Cerium Oxide

Order From Your Supplier

LINDSAY CHEMICAL COMPANY
FOUNDED 1902
WEST CHICAGO, ILLINOIS

Outstanding Specialties of the Northwest

For those of you who were unable to attend the National Convention, here is our display as exhibited in Cleveland.

DAKOTA MAHOGANY MONUMENTS

AMERICAN ROSE MONUMENTS

From our Famous Quarries of South Dakota

DAKOTA GRANITE COMPANY
MILBANK SOUTH DAKOTA

DAKOTA GRANITE COMPANY

Quarriers and Manufacturers of
Dakota Mahogany and American Rose Monuments
MILBANK, SOUTH DAKOTA

Member of the American Monument Association

FINE DESIGN

EXPERT CRAFTSMEN

MODERN PRODUCTION

PROMPT SERVICE

FEATURED AT CLEVELAND

If you attended the 1953 January Convention and Exhibit in Cleveland you saw the "Bateley" design as the monument which we featured in the Barre Guild display. This is but one of our new, varied selection of designs that will mean more "stock" sales for you.

Zampieri & Buttura

BARRE GUILD

BARRE, VERMONT . . . .

JOIN AND SUPPORT M.I.A. . . .

Continued from Page 69]

what is called "merchandising the advertising."

Let me give you a couple of examples.

Each ad would be blown up to giant size and supplied to each dealer member for displaying in his windows and on his walls.

Next they would be incorporated into direct mail pieces which you, as a dealer member, could use in conjunction with your own mailing lists.

Here is how that would be done. Both the SATURDAY EVENING POST and the LADIES HOME JOURNAL provide little mailers in the form of miniature covers of their magazines. Inside there is room for a sales message, a reproduction of the current Institute advertisement appearing in the magazine and the dealer's signature.

By using these, every dealer could again tie in his establishment at the local level to the national program.

Sixth, similar mailers would be sent from Institute headquarters, each time an ad appears, to every funeral director and every traditional monument cemetery in the land with a reproduction of the ad and a special message telling the recipient what the Institute is doing to promote the memorial ideal—to re-kindle sentiment—to emphasize memorialization through monuments—to aid traditional monument cemeteries and to solicit their cooperation in return.

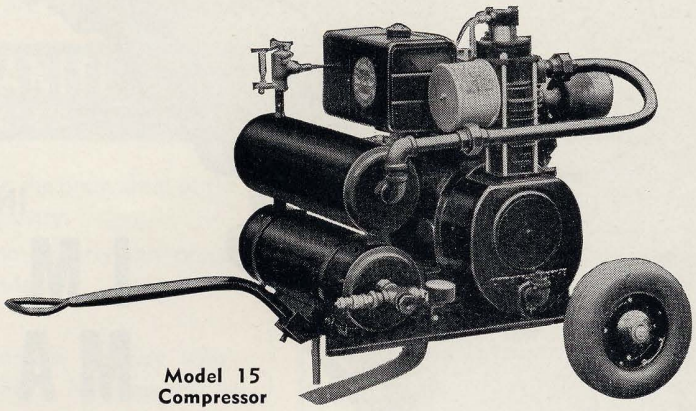
In other words, the Monument Institute of America would go all out in familiarizing every branch of the industry and every member of allied industries with the fact that it had taken up and was carrying the torch for the monument

LINDSAY PORTABLE SANDBLAST OUTFIT

MINIMUM WEIGHT

Model CX Cemetery Curtain

No lost time in setting or moving this curtain.



Model 15 Compressor

MAXIMUM POWER

Model CXW Portable Sandblast

Sensitive control makes this blast a favorite for lettering and shape carving.

THE POPULAR LINDSAY TEAM

This compact and economical Lindsay Sandblast Outfit will cut average inscription letters in less than two minutes each. The Model 15 is recommended for the average size monument dealer who blows up to 50 inscriptions per year. For the full-time letterer, we recommend the Model T-33. Write to:

P. K. LINDSAY CO.

97M TILESTON STREET EVERETT 49, MASS.

Dealers in principal U.S. Cities, Available in Canada through Ritchey Supply Co., Ltd., Toronto.

industry to the advantage of all concerned with its future.

Seventh, each national magazine ad would be available in mat form for member dealer's use in his local newspapers—either for individual sponsorship or for group sponsorship by all Institute members in the community.

Eighth, all material previously developed will be available only through the Institute to Institute members.

This would include scores of general newspaper ads for local sponsorship—

Special holiday tie-in ads—

The monument dealer sales manual, titled "They Want to be Remembered," and follow-up booklet by the same title.

It includes radio scripts and a portfolio of "Letters that Sell." It includes such splendid booklets as "Forethought," "For Us The Living," and "Half Remembered—Half Forgotten," hailed by hundreds of monument dealers for their effectiveness in promoting the memorial ideal and stimulating monument sales.

Ninth, all material previously developed for the use of monument cemeteries, such as newspaper mats—

The booklet "For Us The Living," the sales manual, "Proof of Your Devotion," the brochure of "Letters that Sell," and the very fine and highly praised brochure, "How to Plan the Monument Cemetery of Tomorrow Today," will continue to be made available to monument cemetery management only through the Monument Institute of America.

Let's not forget that if there is no traditional monument cemetery, there is no place to put monuments. Any co-operation your industry can render them in promoting the

[*Continued on next page*

Another

STELLAR MEMORIAL

The Premane design has proven itself as exceptionally saleable . . . Here is a STELLAR MEMORIAL that will be an important addition to your Spring Display.

Immediate attention to your inquiries

BARRE GUILD

QUALITY · DEPENDABILITY · PROMPT SERVICE ·

J. Rovilla Granite Co. Barre, Vt.

YOUR DISPLAY IS INCOMPLETE WITHOUT

IMPERIAL MAHOGANY

To satisfy many prospects, your display needs the color, the contrast and the character of IMPERIAL MAHOGANY. This stimulating stock has become a fixed factor in almost every city and town because it has positive appeal and proved preference among many people. Without IMPERIAL MAHOGANY, your exhibit misses that preference . . . and misses sales!

We'll be happy to suggest some showpieces of distinct appeal for your summer display.

MINNESOTA GRANITE INDUSTRIES

DELANO, MINNESOTA

Sole Source of IMPERIAL MAHOGANY and VARIEGATED AGATE

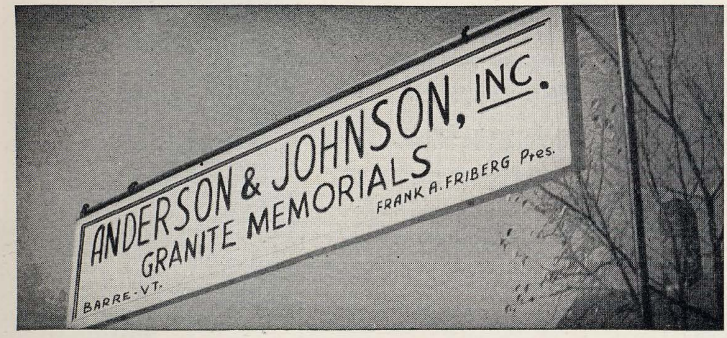
It's Only Horse Sense

In 48 states the dealers leading the pack are Shadow users. There is nothing remarkable about this. Every intelligent dealer knows that beautiful lettering and carving are dependent upon proper contrasting.

C. E. CLEVELAND LITHICHROME CO.

FORT SCOTT, KANSAS

JOIN YOUR ASSOCIATIONS



JOIN AND SUPPORT M.I.A. . . .

Continued from Page 71]

established community cemetery is both to their good and yours.

All of the helps I have just mentioned would be yours as a member of the Monument Institute of America. None of it is available to non-member dealers.

Now, let me say this in conclusion.

M.I.A. Officers and Directors contemplate an initial five year program.

Why? Because they realize the seriousness of the situation and they appreciate that no marketing program can overcome in one year a problem that has been building up for two decades.

They know that last year 70,000 bronze markers were sold. Heaven only knows how many stone markers were sold—but you know there were plenty.

Last year 30% of the burials in big cities were in non-monument cemeteries. On the West Coast 70% of the interments did not go into monument cemeteries.

Left unchecked, those fateful figures will only grow the more frightening.

If ever an industry needed a promotional boost, this industry is it.

What I have outlined here are only the basic first year essentials to get it off to a good start. From there on, with the cooperation that already seems assured from all branches of the industry, the program will expand and grow in size and impact on the public to a point where every dollar you invest in it will be returned to you many-fold.

LET US SERVE YOU, TOO . . .
QUINCY • SWED ROSE RED
BALMORAL & BEERS RED • RED V
ALSO ALL N. E. GRANITES
WEST QUINCY GRANITE & POLISHING CO.
QUINCY 69 -- MASS.
CONFIDENCE BUILT ON FAITHFUL SERVICE
DA

The Monument Institute of America is the brain child of the best thinking from all phases of this industry.

It was born of the realization that no industry can expect to sit pretty when it is sitting on its hands.

I repeat.

The trends that threaten the monument industry won't stop unless something is done to stop them. Nothing will be done unless YOU do it.

The Monument Institute of America offers you an equitable, economical, logical way to do it—by investing in your industry—and, by so doing, in your own individual future.

Gentlemen, the annals of advertising are bright with the accomplishments of trade associations.

Let me cite just two examples.

Let's take the florists. They, like you, are selling an expression of sentiment. And they, like you, have competition. Theirs comes in the trend toward making a contribution to the Cancer Fund or the Heart Fund in memory of the deceased in place of sending flowers. 9,500 of these florists belong to the Florists Telegraph Delivery Association. Ten years ago they sold ten million dollars worth of flowers by wire a year! Today they are selling forty million dollars worth. How come? What's responsible? Ten years of national magazine advertising advocating flowers-by-wire.

In 1949, the surplus of cranberries reached 40% of the annual crop. Growers organized the American Cranberry Association. 1,500 big owners contributed to national magazine advertising.

Result. For 28 consecutive months, sales have exceeded the corresponding month of the preceding year. The crop surplus has completely disappeared.

I say the job of the Monument Institute is much simpler than some. You deal with sentiment and you don't have to dig very deep under the surface of the American people before you strike a rich vein of sentiment.

Now, let me conclude by saying this.

I have shown you the evils that you face today. Left unchecked they will grow increasingly worse.

I repeat—if something isn't done, *you* may be done.

I have shown you a *way* to do something about them by joining and supporting the M.I.A.

I have outlined the beginnings of a great national magazine advertising program to carry your story to the people.

I have shown you material that will be supplied you that will enable you to tie in and cash in on the national advertising at the local level.

I remind you, on behalf of the leaders of your industry, of the urgency of the problem.

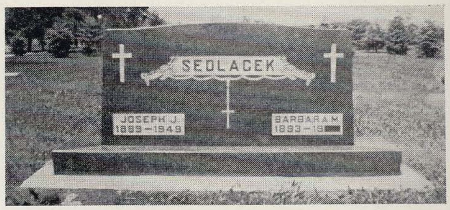
Something *must* be done if this industry is to survive.

Nothing will be done unless *you* do it.

You *can* do it by supporting the M.I.A.

PRESTIGE MEMORIALS IN ALL LEADING GRANITES

NOW is the time to act! Replenish and enlarge your displays and stock rooms at our current low prices. Bring your problems to us; our facilities and production methods are adequate to handle your desires. All work positively guaranteed, with prompt shipment assured.



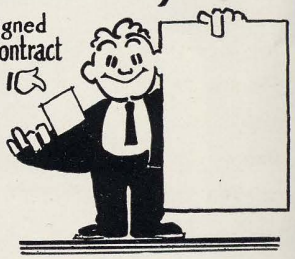
(Actual Monument photo)

WE ARE SERVING MANY OF THE LEADING MEMORIAL DEALERS IN THE U.S.A.—
MAY WE ALSO SERVE YOU?

GRANITE MONUMENTAL COMPANY
Phone 3366
153 Cooper Ave. N.
ST. CLOUD, MINNESOTA

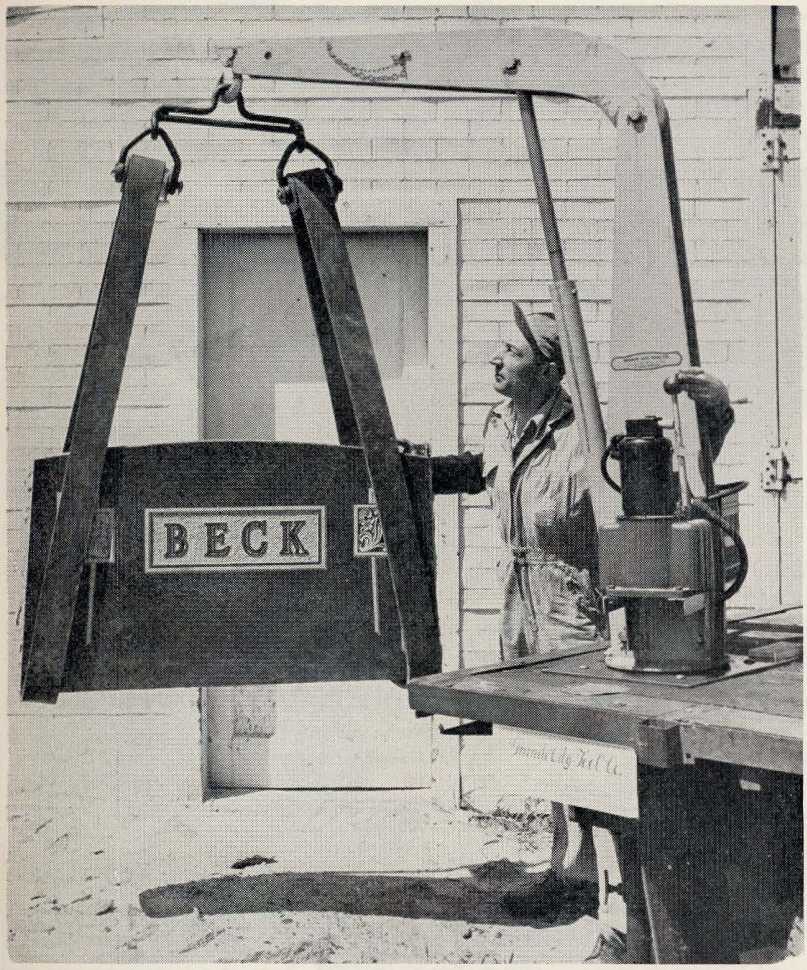
CUSTOM SAWING • HIGH SPEED POLISHING AND STEELING
• ROTARY AND GANG SAWING •
SANGUINETTI SAWING COMPANY
LEO E. SANGUINETTI, Proprietor
DEPOT SQUARE BARRE, VERMONT

Better POLISHES . . . in LESS TIME!
Tamms
Peerless WHITE ROUGE
Works faster — saves polishing time. Economical — goes twice as far as ordinary rouges. Non-injurious! Non-poisonous! Clean! Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Send for prices and free samples.
Write Dept. RM-8
TAMMS INDUSTRIES, INC.
228 N. LaSalle Street, Chicago 1

Carl's Special did it again!
Signed Contract

It often happens that way because we follow specifications carefully—though of course we make suggestions if desired.
CARL KASTRUP
DESIGNER
1705 AUBURN ST.
ROCKFORD, ILLINOIS

COISSON BROS.
BURNT-IN PORCELAIN PICTURES
WARRANTED—EVERLASTING WEATHER-PROOF
SEND FOR CATALOG

No. 1. 3½x4½ No. 2. 4½x5½ No. 3. 5¼x6¼ No. 4. 6¼x7⅛
COISSON BROS., ULSTER PARK, NEW YORK



TOTE 'EM POLE

Designed and Built Mainly For Memorial Handling

Specifications

Made of 5/16" Plate Steel electro-welded. Has 3" leg of solid alloy steel and 3/8" plate steel base. Hoist stands 53" above the truck floor. 45" boom collapses into mast when not in use. Boom has reach of full 5' with extension out. 45" boom reaches 96" above the floor; 45" boom plus extension reaches to 106". Hydraulic ram has 25¾" ram travel. Shipping weight about 400 pounds.

Features

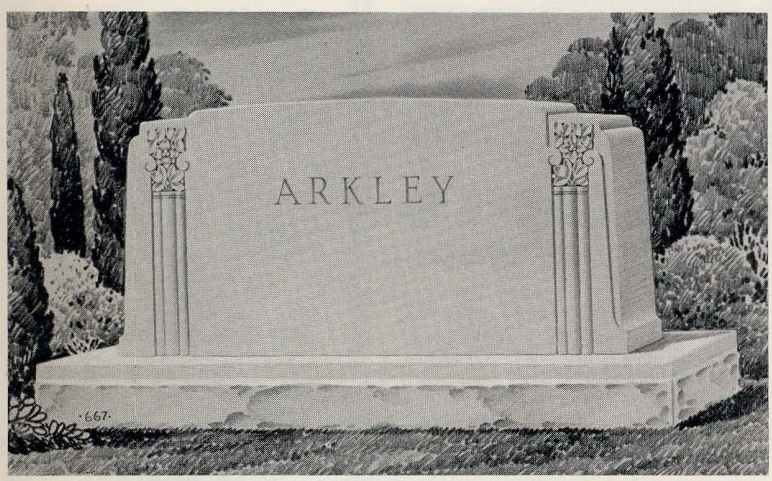
3 Periflex Cup leak-proof cylinder. Swivel hook for turning load end for end in mid air. Safety valve built into cylinder base to lock oil pressure against any emergency when load is suspended. Take down handle to aid in swinging load. 360 degree turning with four lock stop positions. Choice of hand operated Power Pack Hydraulic Pump or battery operated Power Packer with charger wire to truck battery. Steel reinforcements at all stress points as determined under a 4000 pounds pressure. Guaranteed 2000 pound lifting at all times.

Write for prices and information on the most amazing hydraulic truck hoist yet on the market—designed exclusively for monument handling.

GRANITE CITY TOOL CO.

everything for granite

BARRE — ELBERTON — ST. CLOUD



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STONECRAFT

WILDBUR GRANITE CO., INC.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments BARRE, VERMONT

A. L. GREEN . . .

Continued from Page 43]

dent, I realize the responsibilities of the office and also envisioned the opportunities of service to an industry in which I had spent most of my business life. I assure you that each problem presented to me will be treated as though it were my own and I will give you my full time in service to your organization.

The membership must be increased materially and that can be accomplished only by your help. I ask your cooperation and if each of you will persuade new members to join your association this coming year, it will be doing them a favor, directors and members for their cooperation and support. I have been very fortunate to have served this short period of time under a most efficient president and Executive Committee. I would indeed be unkind not to mention our efficient secretary, Miss Julia Mischanko, who became associated with our organization on July 8 of last year, and in the short period prior to my entering the office, had so familiarized herself with the work as to be invaluable in her assistance, and I also wish to thank Alex Park for his courtesies and for his advice and answers to the numerous problems that arise.

Tom Rankin and his staff have been most helpful, as have been the local Cleveland dealers, and to all of you and those who have served on the various committees, and to my many friends in both the retail and producing divisions of the industry who have helped to make this convention a success, I am truly grateful.

I have plans for some added features of service for the coming year and these plans will be presented to the Executive

BONAZZI & BONAZZI

MONTPELIER, VERMONT

UNVARYING QUALITY IN DESIGN, MATERIAL AND WORKMANSHIP · PROMPT SERVICE

Committee tomorrow. I will be very happy to have you write me relative to problems in your business and I will give you all possible assistance and together we can build an association that will have the respect and prestige necessary to face the problems confronting us, and only by a strong association can this be accomplished.

News From Our Advertisers

ROCK OF AGES ELECTS NEW OFFICERS

At a meeting of the board of directors of the Rock of Ages Corporation, Barre, Vt., held on February 13th, new officers were elected. It was announced that Alex D. Straiton becomes chairman of the board, in which capacity he will function as the chief executive officer. Athol R. Bell was elected president of the company and will be chief administrative officer.

Other elections as announced were: Robert S. Gillette, executive vice president and general manager and Robert F. Patrick, treasurer.

The passing on Jan. 14 of Roy L. Patrick, president of the company for the past 27 years, made changes necessary in the official organization of this concern.

Straiton, a native of Barre, received his early education in the Barre schools. After graduation from college in 1909, he entered the quarrying and manufacturing business with his father. In 1930 the George Straiton Company merged with other granite plants and the Rock of Ages Quarry to form the present Rock of Ages Corporation. Straiton became vice president and general manager of the Corporation in 1937, which position he has held since that time. Straiton has accumulated a great deal of experience in the granite business and in organization and management planning. During World War II, he represented Rock of Ages as a director of the Barre Products Company, a firm which manufactured heavy chains for the navy. Cooperating with the late Joseph T. Smith and the late John Davis, he assisted in establishing the Capacitor Division of the Rock of Ages Corporation, which division now employs over 700 people turning out two million condensers per week for radio and television. As vice president and general manager, Straiton has been responsible for both production and sales and has had under his general supervision the Rock of Ages, E. L. Smith and Wetmore-Morse Quarries, a saw plant in Graniteville, one in Barre, two manufacturing plants in Northfield, one in Montpelier and the Capacitor plant in Barre. As chairman of the board Straiton will assume his new duties immediately.

Bell, the new President, came to Barre from Enosburg Falls, Vt., in 1910, and has resided here since that time. He was first employed as a reporter for the Barre Times.

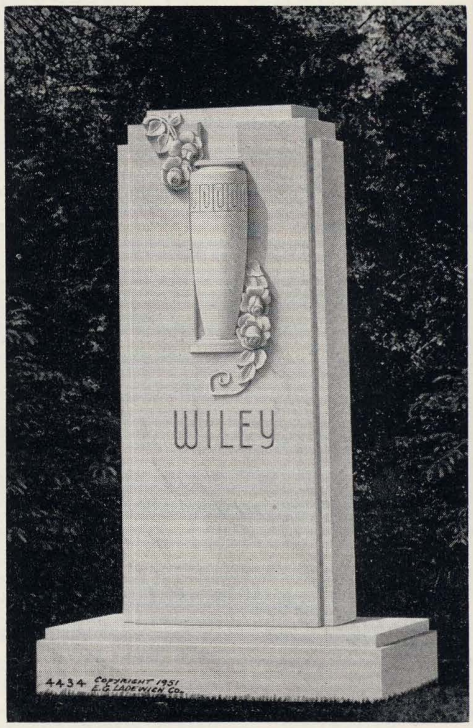
In 1918, Bell became secretary of the Barre Granite Association which position he held until 1922 when he joined the

[*Continued on Page 77*

Beautiful Relief Carving

in Hard, White Carrara Marble

Our outstanding, copyrighted design 4434 has been artistically created in exquisite relief carving, by the studios in Italy that we have on our staff, in fine, hard, white Carrara Marble. Here is a memorial for the untold numbers of your prospective customers who really want something besides sandblast carving.



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SPECIAL PRICES WILL BE QUOTED UNTIL THE END OF MARCH to all retailers writing us for the sizes they want!

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Monu-Emblems is a collection of the correct insignia of 108 national lodges, societies, etc. Each emblem in two sizes of carving details suitable for markers or dies. Entire collection in book form — **$14.95, satisfaction guaranteed.**

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400 East St. Germain Street **St. Cloud, Minnesota**

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SINUS SUFFERERS

AMAZING NEW DISCOVERY — FREE TRIAL

THIS AMAZING NEW DISCOVERY gives quick relief from sinus headaches, pressure in forehead, soreness in eyes, aching cheek bones, bridge of nose, top of head, back of head and down neck, can't think straight or see well at times even tho' glasses have been recently fitted, nervousness, dizzyness. This new treatment relieves most sinus headaches in few minutes and as general rule soreness in head, face and neck is entirely relieved in short time. No matter how long you have suffered or how chronic your case may be or how many different treatments you have tried or how much money you have spent without results, we believe you will be amazed at the fast relief this amazing new treatment gives you. It has given amazing fast relief to thousands. Write for **FIVE DAY FREE TRIAL,** post paid to you, no cost or obligation except this: when you write for it, it is agreed that you will mail it back at the end of five days if not satisfied, since it is not a sample.

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EXPEDITIOUS MEASURER
Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs.
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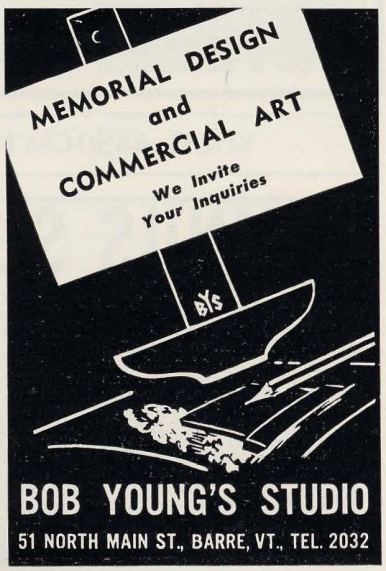


FRAZIER REAMS . . .

Continued from Page 44]

are involved we can lose either by military defeat or economic exhaustion. On the other hand, I believe it is not only possible but well within the grasp of this generation that we avoid both of these threats and develop our country in a world of law and order and peace.

If this is done, it will be first through holding back the Russian inspired communistic aggression by force of arms. Then through the development of regional security and the economic development of the other nations of the world. When there is a free way of life which is recognized as a better product than the slave world of communism can offer then we can reduce armaments and send our boys back to peaceful pursuits.

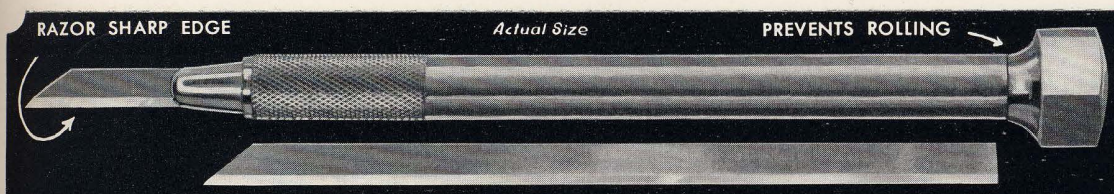
Armaments and armies are at best an earthen dike to hold back the flood tide of aggression. We may be able to hold it by this means, five, ten or perhaps twenty-five years. Like any other earthen dike, it is a temporary protection. It is also a costly protection. We cannot afford to spend for many years the major portion of our tax dollar for war and its products. We must help to build in its place strong economic units in Western Europe, in India and the Far East; but most of all in this Western Hemisphere.

We cannot continue to pour our money into these countries at the present rate. This will impoverish ourselves and pauperize the recipient. Through the mutual assistance program sometimes called Point Four, we can teach people to do a better job of building their own countries into forceful and productive homelands. When they do this, they will not be envious of our high standard of living. They will not all want to immigrate into this country as they now seem to.

Free trade is also a necessary goal in this plan of a world of law and order and peace. Millions of Americans now swarm over other lands as tourists and for business purposes each year. Most of them are poorly prepared to represent the United States. We are very carefully screening the people who come into this country even for a temporary visit. Perhaps it's just as important that we screen our citizens who go out that they may be ambassadors of good will. Our country has suffered terribly from the American abroad who has been guilty of not only bad manners but exploitation of retarded people.

So behind the earthen dike of military might we must build a free world by law and order and cooperation. As we go into this new year with that purpose it is well to remember these words from a King spoken on the first New Year's day of his reign: "I said to the man who stood at the gate of the year—give me a light that I may tread safely into the unknown." He replied—"Go out into the darkness and put your hand into the hand of God. That shall be to you better than a light and safer than a known way."

RAZOR SHARP EDGE — Actual Size — PREVENTS ROLLING



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STENCIL KNIFE
Handle of aluminum with surgical steel blades.
If your favorite supply house can not supply you, send direct to us.
$4.75 including 12 blades.

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ROCK OF AGES ELECTS . . .

Continued from Page 75]

firm of Boutwell, Milne and Varnum which was subsequently purchased by the owners of the Rock of Ages in 1925 and later became a part of the present Rock of Ages Corporation. Continuing on with the new company, Bell became treasurer in 1937, the position he held previous to his election to the presidency today.

In 1923, Bell started and edited the Rock of Ages magazine, a company house organ which was suspended in 1941 because of war conditions. The Barre Payroll Clearing House was founded by Bell in 1933 and is still functioning today.

As treasurer of the company Bell's major responsibilities have been financial, accounting, public relations and labor relations. He is well-known in granite circles and is active in the American Monument Association, for which organization of national granite and marble monument producers he served as a former director. He was also one of the original representatives for industry in the Vermont Industrial Relations Council when it was organized in 1945.

Gillette, elected to the position of executive vice president and general manager, is a graduate of Massachusetts Institute of Technology in Mechanical Engineering. . . . He joined the Rock of Ages organization as assistant general manager. He is a trustee and member of the executive committee of the Barre Granite Association and is a director of the recently formed Monument Institute of America.

Robert Patrick, who takes over the position of treasurer from Bell, is a graduate of the University of Vermont and Harvard Business school. He is president and treasurer of the G. S. Blodgett Company of Burlington, Vt., manufacturers of bakery and hotel ovens, and assistant treasurer of the Eastern Magnesia Talc Company. Patrick has served as vice president and on both the board of directors and the executive committee of the Rock of Ages for a number of years. He is a director of the Blodgett Supply Company of Burlington; director of the Vermont Copper Company; director of the Barre-Chelsea Railroad; former director and member of the executive committee of the American Monument Association; former trustee and member of the executive committee of the Barre Granite Association. Patrick is also a trustee of the Mary Fletcher Hospital in Burlington.

MEIERJOHAN-WENGLER ANNOUNCES NEW CATALOG SUPPLEMENT

It was recently announced that an 8-page, illustrated Supplement to Memorial Catalog "S" has just been issued by Meierjohan-Wengler, metalcraftsmen, of Cincinnati, Ohio.

A spokesman for the firm stated, "the new supplement shows scores of new, artistic designs in bronze grave markers, vase markers, sun-dials and insignia. It will be sent, together with latest dealers' discounts, free on request. Address: Meierjohan-Wengler, 1102 West 9th Street, Cincinnati 3, Ohio."

EVERLASTING PORTRAITS FOR MONUMENTS

NOW AVAILABLE!!
- BOTH CHINA AND PORCELAIN ENAMEL PORTRAITS
- NEW PATENTED MONTLOK FASTENER
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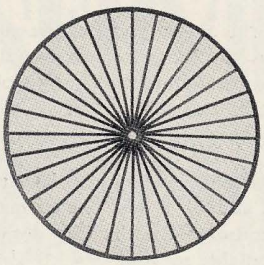

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ALL FOREIGN
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Let us quote you on first-quality finishing on first-quality granites. Our Mahogany stock, either clear or variegated, can't be beat for quality and value.

The Hillman design (illustrated above) is just one of many handsome Granite City designs available to you.

GRANITE CITY
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QUARRIERS • MANUFACTURERS
ST. CLOUD, MINNESOTA

E. C. RICHARDSON . . .

Continued from Page 66]

Wherever Vermont Marble is sold it has become a sort of trade mark. Now notice its proportions. Since the central motif is a circle, which naturally is as high as it is wide, this design does not lend itself to a variety of proportions, and I think you will agree with me, it would be difficult to improve on it as it is. But! (15) Look at this. Here we see the mean, and I *mean* mean, and extreme proportions in which we have either sold it or have had requests for quotations. In the first one, there was no question about the circle. It had to be squeezed. In the second there was a question of flattening the circle or of using the extra length in the long sweeping wings. In either case the design as originally created, is ruined. This brings up the question, in the memorial industry at least, "*Is* the customer always right?" It is hard to believe, but the only difference between these memorials is just a matter of proportion.

These examples illustrate what happens when you change the proportions of the basic rectangle, but that is only one of our evils. You can order a memorial in its original proportion, and still ruin it with ornamental details. Some dealers invariably insist on four or five inch letters in a family name, with no regard to other details. You can do the same thing with a poorly proportioned cross, an over-sized emblem, or any one of the thousand and one things we think up to keep our designers in hot water.

Now I could go on and on with hundreds of illustrations but that is hardly necessary. You can see them in every cemetery you look at, but there is another point I would like to emphasize. Every time a memorial is ordered in an altered size it requires a new detail. Think of the tremendous amount of drafting time involved and here is where I want to put in a plug. Thank God for the draftsmen. Most draftsmen I know will spend hours trying to make a design conform the best he can to the required proportion, and were it not for this honest effort, I can assure you, the picture would be much darker.

I know that cemetery restrictions have a lot to do with proportions. We are not going to go into the pros or cons of such restrictions, but here is a suggestion. I know dealers who have a portfolio of designs for each restricted area in their locality. Each portfolio is made up of designs which he knows will fit well in the required proportion, so when he gets a prospect in a given section, he simply reaches for that portfolio and tries to sell them a memorial in that size. In other words, he prepares his sales plan before hand, and eliminates a lot of headaches. If you are not doing this I suggest you try it.

Now, to sum this all up, what can we as individuals, design-

HOISTS
Chain—Hydraulic
Electric

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Blasting—Polishing

TOOLS
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Belt Slings
Wire Rope
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STONE SAWS
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(Portable—Stationary)

MAY WE QUOTE YOU PRICES?

CLEARVIEW EQUIPMENT CO. **7259 Lansdowne Ave.** **St. Louis 19, Mo.**

ers and salesmen, do to help correct this almost universal habit we have gotten into? What can we do when a customer demands that we change sizes beyond all reason? We can't be too critical of his tastes. In other words, we cannot antagonize, but neither do we have to encourage him. I have found a sort of neutral ground which helps somewhat, and it all depends on how he puts the question.

For instance, if a customer asks, "If we reduce the length only will it change the proportion?" Your answer to this one can be a blunt, "Absolutely," because the question is academic. If you change the ratio, you change the proportion. Or if he says, "If we change the height only, will it change the looks of the Memorial?" Here again you can say, "Absolutely." Any change in proportion is bound to change the appearance of the memorial, but if he says, "If we change the proportion will it improve or spoil the looks of the finished memorial?" you can only admit that that would be a matter of taste, but you can remind him of what happened to the monkey.

Obituary Record . . .

WILLIAM F. ZENKER

William F. Zenker, president of Zenker Monument Company, Columbus, Ohio, died December 28, 1952, at the age of 59 years.

Surviving are his widow, Mrs. Lillian Zenker; son, William B. Zenker; grandson, William F. Zenker II; mother, Mrs. Anna Zenker; sister, Laura M. Zenker; and two brothers, Herbert A. Zenker and Edwin B. Zenker.

J. M. CONNOLLY

John Marvin Connolly, Sr., of 926 Elmwood Ave., Columbia, S. C., died Jan. 8, in the Baptist Hospital after a prolonged illness.

He was born in York, son of the late James Russell and Mamie Ferguson Connolly. He was in the monument business in York before coming to Columbia, where he was owner and operator of the Bruns Monumental Co. He had lived there for a number of years.

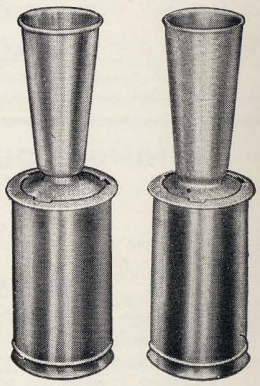
He was a member of Arsenal Hill Presbyterian Church.

Survivors include his widow, formerly Miss Edith Callahon of Clover; a daughter, Mrs. Minor T. Taylor of Columbia; three sons, John Marvin Connolly, Jr., Harvey V. Connolly and Jimmy Connolly, all of Columbia; three grandchildren; four sisters, Mrs. L. V. McMackin of Chester, Mrs. J. H. McFarland of York, Mrs. Theodore Calcina and Mrs. Charles A. Smith of Columbia; four brothers, Miles R. Connolly and George H. Connolly of Rock Hill, James Joseph Connolly of York, and V. B. Connolly of Los Angeles, Calif.; and a number of other relatives.

Order Now For Memorial Day - a Stock of "Century" Cemetery Flower Vases

Of Genuine Cast or One-Piece, Seamless Spun BRONZE — the best-selling and most popular vase available. Invertible. Each vase comes complete with underground container. Can be supplied with chain, and/or name and date plates, if desired. Can be used in 3 positions. Patented. Trade Mark Reg.

• **We also make the finest Bronze Grave Markers**



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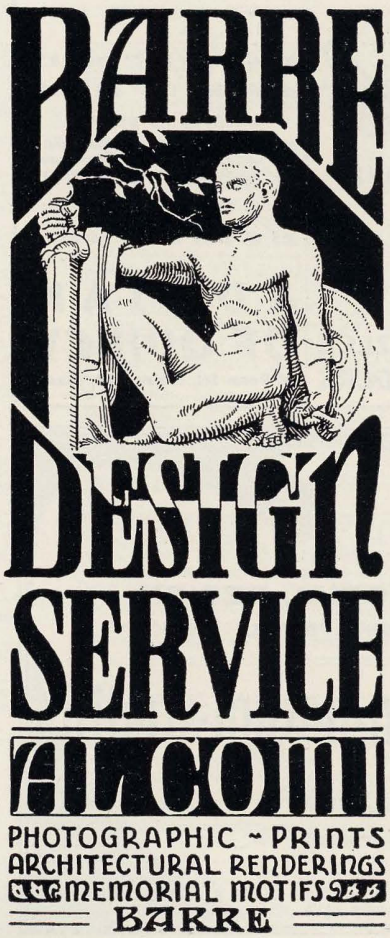

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RECEIVE . . .

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DEER ISLAND • GOLDEN PINK
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MILLSTONE • AND OTHER
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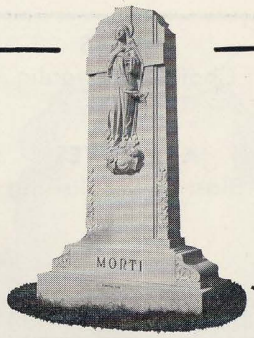

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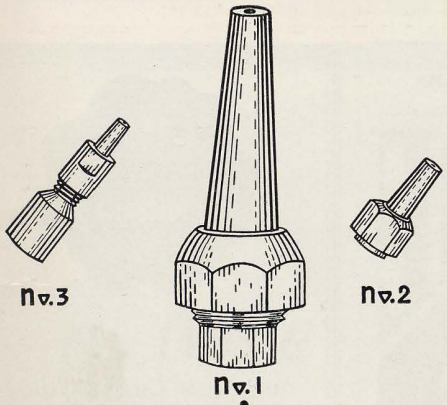

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AND HOLDERS

INCREASE YOUR PRODUCTION

WITH THESE NOZZLES.

#1 with bores 1/8", 3/16", 1/4", etc.

#2 with bores 3/32" and 1/8".

#3 with bores 1/16" and 3/32".

HOLDERS AS BELOW:

#1 @ $1.50—give inside diameter of pipe OR if now use Ruemelin or Pangborn holder.

#2 @ $1.00 fits hose nipple.

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Barre · Vermont

H. C. OGLESBY NAMED ALLEN-LOGAN MANAGER

H. C. Oglesby has been appointed General Manager of Allen-Logan granite interests in Elberton. Mr. Oglesby has been with the company for 19 years, the past 15 years as Sales Manager for the southwestern territory with headquarters at Dallas, Texas.

The new manager has already assumed his duties. Hugh D. Butler, who has also been associated with the company for many years, will become sales manager for the entire southeastern territory and continue to maintain his headquarters in Elberton.

TIN OXIDE REMOVED FROM GOVERNMENT CONTROLS

In a recent letter from the Bates Supply Company, Quincy, Mass., Mr. Charles A. Bates, president, has pointed out that "tin oxide has been removed from all government controls. As a result, all users are now free to purchase this material without restrictions. The Bates Supply Company can make prompt shipment of any quantity . . ."

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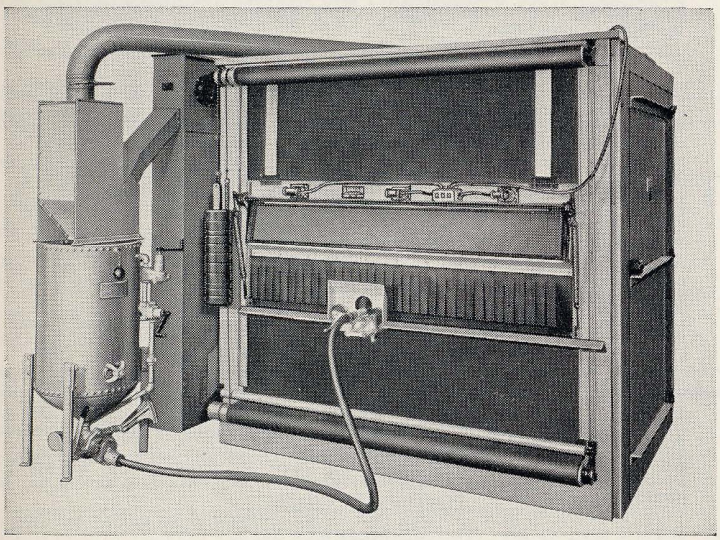

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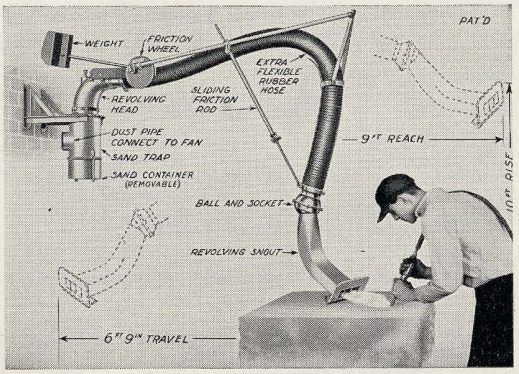

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. . . *Not So Editorial*

CLOTH COATS AND CADILLACS—PART II

In one city of more than a million metropolitan population, two of the three largest memorialists of 1920 have gone out of business in the past fifteen years, and the third of "the big three" is only holding its own. No doubt this was the record revealed in "the survey," made for the most part of old line firms. In this same city we know of three other firms, not in business in 1941 (and *not* solicited for the survey report), who are averaging sales of between $100,000 and $150,000 a year. Fortunately, these people hadn't heard how bad the monument business was, so up until now they are doing quite well. The following may reveal part of the answer.

Some two years ago in this city the Kolchinski (not the real name) family lost their beloved father, a man who had literally worn himself out raising a fine family and paying for his modest seven room frame house in the older section of the Polish district. Unfortunately his health had forced him into a pensionless bed-ridden retirement in 1940. He had never made over $50 a week, and his savings were nil. Three of his sons soon went into the service, and the family lived on their generous GI allowances plus the earnings of the eldest sister. At the end of the war with one lad a Captain and the other two Sergeants, the family did well. In fact when the boys came home in 1946, their unbelievable mother showed them a bank account of more than $3,000 she had "saved for them." The boys wouldn't take the money so it became "the nest egg," to be used for emergency. To shorten this true story the Captain became a test pilot at one of the local aircraft firms, the other boys returned to the building trades, one as a plasterer, the other as a carpenter.

At the time of their father's death in 1949, these two young men were contractors in a fairly small but successful way. As is the custom some few weeks after the obituary appeared, a representative of one of the "big three" firms phoned and made an appointment with Mrs. "Kolchinski." As we understand the story this memorialist was a nephew of the founder of the old line firm. Knowing the neighborhood, he selected twenty or more photographs of markers and inexpensive stock monuments and made his call. He arrived at 4 o'clock on a beautiful Spring day with his golf clubs in the back of the car and a 5 o'clock club date. Mother Kolchinski's English was not too good and she was shy. She shook her head at all the photos, but urged him to return at night when her daughter and two of her sons would be there or better on Sunday when all the family would be present. Our golfer politely said goodbye, and sped to the club, with every good intention of calling again. That same day in the evening, one of our "new" memorialists kept the appointment made by his wife on the phone. Admittedly there were several fortunate developments for our hero. First, he spoke some Polish. Then as it worked out he had been in high school with one of the boys, although they hadn't known each other by name. He also knew from his wife's call to the cemetery that it was an eight grave plot in one of the best sections. No, it wasn't a one-call sale. In fact there were some three more meetings, two on successive Sundays, as well as several trips to the cemetery. To this day Mother "Kolchinski" thinks "the nest egg" bought the lovely monument with the angels. Actually the "Sergeants" added a $1,000 a piece and the "Captain" $2,000, with sister insisting on giving $500.

To complete this happy story, we might add that our golfer memorialist is now selling Cadillacs (his firm went out of business in 1950) and is doing very well. Four of his first sales were to his bookmaker, his liquor store proprietor, a girl he had known quite well who had made an excellent "connection," and you guessed it, the first convertible went to the "test pilot." His only "carriage trade" sale during his first year was an Oldsmobile.

E. H. Whitaker

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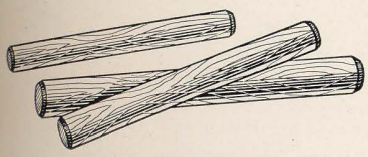

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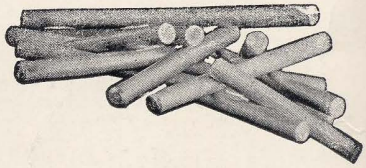

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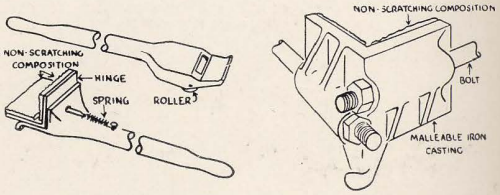

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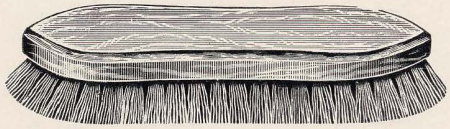
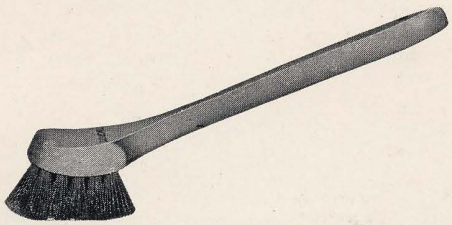
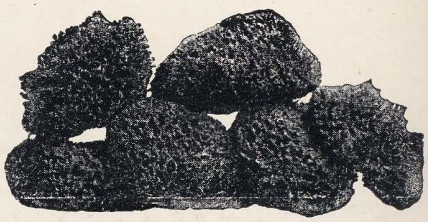


D-M SCRUB BRUSHES

CELLULOSE SPONGES



LONG HANDLED SCRUB BRUSHES



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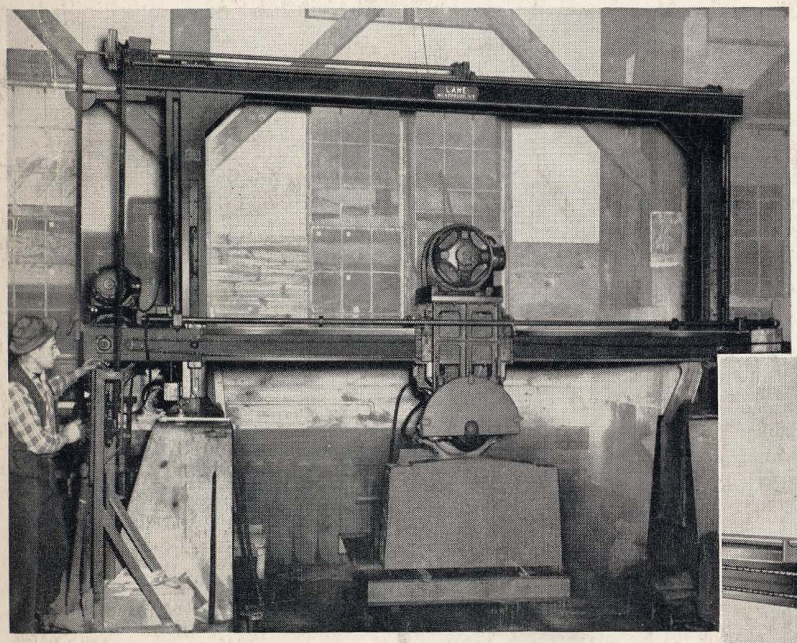

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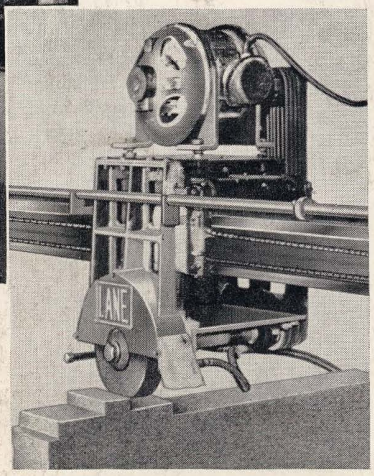

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